

Welcome

Welcome to the first issue of *Cultural Lens*! *Cultural Lens* is a product of the NAMIC Multicultural Marketing Committee.

The NAMIC Multicultural Marketing Committee serves to support the objectives of NAMIC and NAMIC's core principles of Education, Advocacy and Empowerment. Specifically the committee exists to:

- Share information (education) about effective marketing strategies and tactics that target the diverse marketplace of multi-ethnic communities;
- Encourage companies in our industry to develop a multicultural marketing strategy and to implement and support multicultural consumer marketing tactics as a sustained practice (advocacy), and;
- Attract, mentor and support the career growth of dynamic, marketing professionals within the industry (empowerment) so that the industry truly represents the diverse world in which we live.

This inaugural issue of *Cultural Lens* contains observations on multicultural marketing from a veteran cable marketer, some sage advice about how to find what you are looking for in the US Census, upcoming holidays of note, and an award-winning launch campaign so successful that it could serve as a template for your next ethnic channel launch.

We hope you enjoy *Cultural Lens* and look forward to hearing your feedback.

Warm Regards,

The *Cultural Lens* Team:

Daphne Leroy, NAMIC

Cindy Morrisroe, Cablevision Systems Corporation

Lynette Pinto, NBC Universal Cable

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DAY BY DAY: Multicultural Calendar – 1Q 2007

January 1st is a day many associate with college football and resolutions for the new year. But did you know that Haitians celebrate Independence Day on that date? Lynette Pinto provides a calendar with some notable dates in the upcoming months. (By the way, soup is likely on the menu for observant Haitians on the first day of the new year – curious readers can find out why in Google.)

SUCCESS STORY: "A Filipino Success Story": Comcast San Francisco Bay Area GMA Pinoy TV Launch

Planning to launch additional ethnic channels? This EMMA-award winning case study provides a template for success. How does a 40% response rate on direct mail sound?

ABOUT NAMIC

NAMIC is the premier organization focusing on ethnic diversity in the communications industry. Founded in 1980 as a non-profit trade association, today NAMIC is comprised of nearly 2,000 professionals belonging to a network of 17 chapters nationwide. Through initiatives that focus on education, advocacy, and empowerment, NAMIC champions equity and inclusion in the workforce, with special attention given to ensuring that the leadership cadres of our nation's communications industry giants reflect the multi-ethnic richness of the populations they serve.

TRENDS & TALK: WHAT CABLE TV'S CHIEF MARKETERS ARE SAYING

By Joseph Schramm

President, Schramm Sports & Entertainment, Inc.

Good news! Cable TV marketers are making new strides in multi-cultural and multi-ethnic marketing. And, they are having unique results that are causing a shift in strategic thinking and marketing activity targeting African Americans, Hispanics, Asians and others.

In this article, we take a look at how the cable TV industry's marketers define multi-cultural and multi-ethnic marketing.

These two terms, "multi-cultural" and "multi-ethnic" are often used interchangeably - - especially in the cable TV industry. Yet, there is a distinction between them that is worth reviewing.

"Multi-ethnic" refers specifically to those persons of a particular race or ethnicity, who identify as a group racially, or are united by a common language, or by specific customs.

"Multi-cultural" refers to the customs and interests that persons have due to a common country (or region) of origin, identify with a particular religious expression, have a series of celebrations in common and in many cases, share a fanaticism for particular sports or sports properties.

More recently, the term has expanded by including the LGBT community (Lesbian, Gay, Bi-sexual and Transgender) which has been identified under the "multi-cultural" definition.

An easy example of "multi-cultural", with which many would agree: There is definitely a culture among NASCAR fans, action sports fans, as well as among tailgaters at any Dallas Cowboys or Kansas City Chiefs football game.

Yet, those who had the chance to witness this summer's (2006) sell-out crowds in LA, Houston and New York for the FC Barcelona soccer tour would notice that the "soccer culture" was also "multi-ethnic".

Among the throngs at the stadiums there were significant numbers within the fan base who were Latino (more than 50%) while there was also another large ethnic group who were what is referred to as "general market males" (read that as white men, ages 18-35, with annual incomes of over \$35,000, who played soccer in suburban youth leagues and are now the new generation of American adult soccer fans).

So....these international soccer fans were BOTH multi-cultural AND multi-ethnic.

This is not the only example where there is a cross-over and the terms begin to blur.

We need only look within our own neighborhood, and even our own families to notice the melding distinctions. Perhaps, it is because of this blurring or melding that most cable TV marketers simply choose to use the term "multi-cultural" marketing. (At least, that is the preferred term for now.)

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Joe Schramm is a partner and the president of Schramm Sports & Entertainment, a NY-based company he founded in 1993 that provides marketing and media services to the cable TV and sport industries. Schramm, a cable marketing veteran of 25 plus years, is an expert in targeting audience segments and in fact is the cable industry leader for generating revenues within the Hispanic market and for "putting butts in seats" at international soccer matches. Joe is a member of the NAMIC Multicultural Marketing Committee and served as a member of the Planning committee for the 2006 NAMIC Annual Conference. He has won several television industry awards for excellence in multicultural marketing.

HANDS ON: NAVIGATING THE CENSUS WEBSITE: CENSUS WEBSITE 201

By Adriana Waterston

Vice President, Marketing and Business Development
Horowitz Associates, Inc.

Mention the Census website, and you might just get a look of resignation, even desperation from many an analyst, researcher or marketer who has tried and failed to use the site effectively. It is difficult to conceptualize the amount of valuable information that the Census website contains, and practically impossible to actually navigate the site to find that one piece of information that you really need, especially about racial/ethnic or ancestry groups.

On the bright side, the Census Bureau makes a concerted effort to make the site ever more “user friendly,” and new information is added to the site on a regular basis. So, I would encourage all of you who tried and failed in the past to visit the site once again and see what’s new. You might find just what you are looking for!

Some of the most important changes actually have to do with being able to find information about racial, ethnic and ancestry groups in the U.S. and then being able to narrow that down by specific geographies.

This article will provide you with information about what is available on, and step-by-step instructions on how to use, a new feature of www.census.gov: the new Fact Sheets for a Race, Ethnic or Ancestry Group.

Census Website 201: American FactFinder’s Data Sets

The Census website, at www.census.gov, opens to a home page that immediately allows you easy access to various options for finding the information you need. In this article, we are going to focus on using some of the features found in the American FactFinder. You will find a link to American FactFinder on the left hand side of the main Census page.

The American FactFinder lets you look for almost any kind of information you need that the Census Bureau has collected during the Census, the American Community Surveys and other surveys. For population figures, you will need to use either the Census data, or the American Community Survey (2005) data.

What is the difference, you might ask, between the Census and the American Community Survey?

Well, the Census is just that—a Census. That means that everyone, and I mean everyone, was counted and interviewed. The only people not included in the Census were those who did not want to be counted—which is why we expect that there are undercounts for some ethnic groups, like recently arrived and undocumented Hispanics and Asians. (The undercounts are estimated to be about 10% or less, though). This means that the data from the Census are the most accurate. However, the Census is only conducted every 10 years, so of course, Census 2000 data are now almost seven years old.

The American Community Surveys (ACS), on the other hand, are surveys, meaning a sample of the population is interviewed and the numbers and data are extrapolated to be representative of the entire population. Even though they don’t talk to everyone, for the most part these numbers are valid and statistically sound. These surveys are conducted every year but it takes the Census Bureau some time to post the new data, so the newest data available at this time are from 2005.

An important difference between the Census and the American Community Survey is that the Census data sets offer much MORE information than the American Community Survey’s data sets, because the questionnaire for the Census has many more questions.

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On the American FactFinder Page: Fact Sheets

Once you click on the American FactFinder link on the Census' main page, you will be on a new page where you will find a treasure trove of information. We are going to focus on some of the items on the menu on the left side.

On the left menu, the second item you will see reads Fact Sheet. If you scroll over that, the menu item will open and you will find two options: Fact Sheet and Fact Sheet for a Race, Ethnicity or Ancestry Group.

If you click on Fact Sheet for a Race, Ethnicity or Ancestry Group the fun really starts. This new feature can be extremely valuable, especially to those of you in charge of multicultural marketing. Here, you can get information on virtually any race, ethnic or ancestry group in the United States!

When you click on Fact Sheet for a Race, Ethnicity or Ancestry Group a dialog box will open up that will allow you to select the population group you are looking for. You can select just about any race, ethnic or ancestry group here, from large groups (Black, Hispanic, Asian) down to their small sub-segments (Venezuelan, Cambodian, etc.), and even ancestry groups like "British," "Australian," "Hungarian" or even "Estonian."

Once you select your population group, the table contains highlights of data on General, Social, Economic and Housing Characteristics which will appear for the specific group you have selected. (Caveat: when you expand the categories by clicking on "Show more", you will not get detailed data by ethnic group, only for the U.S. as a whole).

Here you can view data for a specific geography, as long as there are enough people in that race/ethnic or ancestry group in the area in question for the Census to report. That's how I know there are 5,425 people of Croatian ancestry living in Los Angeles (2000 data)!

Explore More...

If you go back to the left side of the American Factfinder page, you'll notice there is an entire menu of options that can help you find the information you need. For example, check out the option titled "People." Scrolling over this option displays a list of information such as Age and Sex, Employment, Income, Origins and Language and Race and Ethnicity, among others. Our next article will review how to use some of these features, particularly Origins and Language and Race and Ethnicity.

In the meanwhile, take some time to explore the Census website on your own. It might seem daunting at first, but it gets less confusing the more you use it!

Adriana Waterston is the Vice President of Marketing and Business Development at Horowitz Associates, Inc. Market Research and Consulting, a leading research company with expertise in multicultural and Hispanic consumer research on television programming, cable, broadband and satellite services, and new media technologies. This is the second in a series of articles about the Census website written by Adriana. Email Adrianaw@horowitzassociates.com with any questions regarding this article.

DAY BY DAY: MULTICULTURAL CALENDAR

By Lynette Pinto

Vice President, Marketing

NBC Universal Television Networks Distribution

January 2007

1	Independence Day	Haiti
6	Three Kings	Latin America
8	Seijin no hi	Japan
14	Pongol	India
14	Makar Sankranti	India
14	Thaiposam Cavadee	India
15	Martin Luther King, Jr. Day	USA

February 2007

3	Setsubun-Sai	Japan
8	Boy Scout Day	USA
11	National Foundation Day	Japan
11	Kitchen God Celebration	China
12	Lincoln's Birthday	USA
14	Valentine's Day	USA
18	Chinese New Year	ChinaHong KongVietnamTaiwan
18	Solnal	Korea
19	Washington/Lincoln Day (Observed)	USA
20	Carnaval	Brazil, Chile
25	People Power Day	Philippines
27	Independence Day	Dominican Republic

March 2007

3	Hinamatsuri	Japan
5	Lantern Festival	China, Taiwan
6	Alamo Day	Mexico, USA
21	Ohigon	Japan, Korea
22	Emancipation Day	Puerto Rico

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Lynette Pinto is Vice President of Marketing for NBC Universal Television Networks Distribution. Her multicultural marketing experience covers advertising, TV and brand marketing. Pinto played an integral role in helping create the award-winning Más campaign. She is fluent in Spanish, Portuguese and French.

SUCCESS STORY: "A FILIPINO SUCCESS STORY": COMCAST SAN FRANCISCO BAY AREA GMA PINOY TV LAUNCH

By Cindy Morrisroe, Vice President, Market Management

Cablevision Systems Corporation and

Sandra Weber, Vice President, Multicultural Market Development

Turner Entertainment Networks

Case study by Natalie Rouse, Ethnic Marketing Manager, Comcast

Natalie Rouse, Ethnic Marketing Manager, and Comcast San Francisco Bay Area were awarded first place in the Case Study Cable category of the **NAMIC 2006 Excellence in Multi-Cultural Marketing Awards ("EMMA")**. This honor was bestowed in recognition of Comcast's successful launch campaign for GMA Pinoy TV. This campaign represents both a Filipino success story, and a cable multicultural marketing success story – read on!

GMA Pinoy TV is an international channel of one of the most-watched networks in Philippines. In August 2006, Comcast became the first company to bring GMA Pinoy programming to the U.S, and specifically to the 5+% of San Francisco Bay Area residents that are of Filipino heritage. Comcast beat the DirecTV launch date for GMA Pinoy TV and, true to their strategy, developed and executed a multi-media marketing campaign directly targeted to the Filipino community.

Objectives

The campaign goal was to reach 800 GMA Pinoy TV subscribers within the first 3 weeks of campaign launch. Additional objectives: (1) capitalize on large Filipino market by being first in USA to launch "GMA Pinoy TV" as a new, 24-hour Filipino network throughout the San Francisco Bay Area; (2) inform and excite potential customer base using only limited Filipino Media outlets in Bay Area; and (3) increase "bundled" subscribers via use of special bundle pricing for both available Filipino networks.

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Tactics

Comcast used a surround approach in the market place, creating a fully-integrated multi-media marketing communications campaign with consistent imagery and messaging across all media:

- A "Channel Premier" press conference
- GMA Pinoy TV FREE concert
- Pre- and post-launch press releases
- Direct Mail to current TFC subscribers
- Full page, 4-color newspaper advertising
- TV Guide insert of the GMA Pinoy TV programming schedule
- Bus shelters and billboards
- Messages on all set top boxes in Bay Area
- POS Brochures and posters
- Proactive media outreach

Comcast also smartly included tactics that directly supported customer contact associates including a fact sheet and training to all Bay Area employees and translator services to support Customer Care Agents.

Results

The results of the GMA Pinoy TV launch campaign were nothing short of amazing.

A few metrics:

- The Cost per Subscriber was an unprecedented \$1.28
- 4,286 calls within the first 48 hours of campaign
- 4,015 GMA subscribers in the first 48 hours of launch
- 9,449 GMA subscribers in the first 12 days of launch
- Direct Mail response rate: 40.77%

This was the most successful cable network launch in Comcast Bay Area history, dramatically exceeding goals. The launch received press coverage in all Filipino newspapers in the region and community leaders praised Comcast for its support of the Filipino community.

Clearly, the strategy and execution for the launch of GMA Pinoy TV netted both the NAMIC EMMA and thousands of subscribers. Congratulations to Natalie Rouse and the Comcast San Francisco Bay Area team – well done!

* * * * *

Cindy Morrisroe is Vice President of Market Management at Cablevision Systems Corporation. She has been a passionate advocate and practitioner of multicultural marketing for over ten years.

Sandra Murillo Weber is Vice President of Multicultural Market Development for Turner Entertainment Networks. Sandra is active in the National Hispanic Corporate Council, Women in Cable Telecommunications, and NAMIC, and is a frequent speaker at multicultural conferences and events across the country.

Natalie Rouse is Ethnic Marketing Manager for Comcast Cable Communications. Natalie has over 17 years of ethnic marketing and media experience. Natalie recently won an EMMA award at the 2006 NAMIC Excellence in Multicultural Marketing Awards, was listed on CableWorld's "women to watch" 2006, and was also listed in the CableFax Top 100 list for 2004 as one of the most influential in the Cable industry.