

# CULTURAL LENS

## A Closer Look at Multi-ethnic Marketing

FALL 2007



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

Welcome to NAMIC's *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 encourage dynamic, marketing professionals within the industry (empowerment) so that the industry truly represents the diverse world in which we live.

In this issue of *Cultural Lens* you'll find key marketing techniques in "When Culture is the Language" on the African American market, an overview of the upcoming Hispanic TV Summit, important holidays to note and new research findings on the broadband front.

We hope you enjoy this issue of *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

Susan Waldman, NAMIC

Adriana Waterston, Horowitz Associates

Sandra Weber, Turner Networks

## Table of Contents

### MULTICULTURAL MARKETING: When Culture is the Language

Just when you thought you understood the African-American market, Cynthia Perkins from Cabletelevision Advertising Bureau (CAB) explains there might be some factors you're overlooking.

### FACT-FINDING: "State of Broadband Urban Markets"

Broadband Internet is now reaching a full 50% of homes in urban America. Find out who's getting the majority of the market share and which ethnic groups are catching on the fastest.

### DAY BY DAY: Multicultural Calendar - October - December 2007

With the holidays approaching you don't want to miss out on some international dates of note. Better mark your calendar, Gandhi's birthday is in October.

### The 2007 Hispanic TV Summit

NAMIC's own Multicultural Marketing Committee presents the "Marketing and Programming to Hispanics on New Media Platforms" panel at this year's Hispanic TV Summit.

### ABOUT NAMIC

NAMIC is the premier organization focusing on multi-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.

NAMIC's mission is to educate, advocate, and empower for multi-ethnic diversity in the communications industry.

NAMIC, Inc. | 336 West 37th Street | Suite 302 | New York, NY 10018 | PHONE 212-594-5985 | FAX 212-594-8391 | WWW.NAMIC.COM

## MULTICULTURAL MARKETING: When Culture is the Language

By Cynthia Perkins-Roberts

Vice President, Diversity Sales & Business Development

Cabletelevision Advertising Bureau (CAB)

For marketers and media alike, multicultural marketing is increasingly on everyone's agenda. For many, the barometer that dictated when or if targeting was necessary has been the existence of a language other than English. Therefore, a great deal of emphasis both in boardrooms and within the press has been placed on the Hispanic marketplace and to a lesser degree, the Asian marketplace. However, when dealing with African-American consumers the lines became more blurred. The proverbial question that regularly arose, "They speak English, don't they?" seemed to negate the need to do things differently to reach this group.

Fast forward to 2007. As multicultural marketing efforts mature and evolve, what is apparent is that there is more that differentiates the multicultural consumer than language. Psychographics is the understanding of why people think what they think, make the decisions they make and believe what they believe is moving to the forefront. In the Hispanic marketplace, the conversation has emerged from just the Spanish dominant vs. the English dominant to generational differences and differences that exist because of acculturation and assimilation. In the Asian marketplace, the discussion is not solely on which of the seven main languages to target in, but how to reach the 1.5 or second generation Asian which is technologically advanced and is a strong influence on the first generation Asian who relies on the native language. There is a shift in the marketplace and **culture is the key**. Hence, we join the African-American conversation which for years has already been in progress.

The African-American marketplace has never been about a foreign language, but about understanding the cultural nuances of this population which coincidentally, are foreign to many as well. There are many cultural insights that

explain why although African-Americans do speak English, it takes different messaging, programming, positioning and tactics to maximize effectiveness. NAMIC's tagline, 'Embrace Diversity, Embrace Success' challenges us to market and create programming for "the new mainstream". It also asks that we begin to understand the cultural touch points and tendencies of the various population segments. With a similar mindset, the Cabletelevision Advertising Bureau collaborated with a group of respected thought leaders on the African-American consumer and created the publication, "Race, Relevance and Revenue" – *Insights on the African-American Consumer*. Cable television is the most diverse electronic media on any screen today – especially television. Cable is synonymous with targeting – whether by race, ethnicity, language, geography or programming interests. Therefore, it became a business imperative that this industry not only start the conversation but lead it in a progressive and meaningful manner.

Some key insights from the publication include:

### **The African-American population is multi-dimensional**

There are many segments to the Population; therefore it should not be marketed to as a single entity. For example, Hip-hop marketing is not relevant to the entire African-American population. Like all other population groups, African Americans can be segmented in terms of age, sex, income, personality traits, aspirations and lifestyle.

### **Key Marketing Segments include but are not limited to**

African-American Women, Men, Tweens, Affluent, Caribbean, GLBT and Urban Youth.

### **Black vs. African-American**

The term black encompasses a global group beyond African Americans. Black consumers are a diverse group of individuals who come from a multitude of cultural backgrounds, heritages and countries including persons from various parts of the Caribbean and Africa.

## Cultural Touchpoints

Culturally sensitive and positive, relevant appeals that celebrate their culture rather than reinforce stereotypes continue to be elements that are more likely to gain the attention and loyalty of African Americans. The net-net is for marketers to provide a glimpse of Black middle America via the Black experience.

Therefore marketers should develop strategies and communications that reverse the common stereotypes by including:

- Upscale African-American individuals and families
- African-American family units (including the father as an emotional and responsible caretaker)
- African-Americans working with and helping other African-Americans
- African-American men and women in integrated leadership roles
- Positive portrayals of African-Americans

## Television Viewing is Different

African-Americans watch more television than any other population segment - cable is the television medium of choice with over 60% of African-American primetime viewing to cable.

Black Americans tend to watch television shows that are notably different than those of White viewers. Often these differences are attributable to story lines, casting, timing and even the source of the programming.

For years African-Americans were not represented on television, now they tend to respond to programming that appears to stem from their own culture as opposed to that which sublimates it.

Targeted television can be placed in the following programming categories, with varying degrees of relevance:

- **Programming Environments** – Stand-alone networks targeted to the population
- **Culturally relevant programs** – Programs with African-American casts found on non-targeted networks
- **Ethnic leads or Multi-ethnic casting** – Cast members of diverse backgrounds
- **Genre skewed programming** – Programs within types of genres that African Americans gravitate to.

*For more information on the African-American consumer segment order "Race, Relevance & Revenue" by visiting [www.onetvworld.org](http://www.onetvworld.org)*

\* \* \* \* \*

Ms. Cynthia Perkins-Roberts serves as vice president, diversity sales and business development for the Cabletelevision Advertising Bureau (CAB). The widely distributed resources she has created include the online *Multicultural Marketing Resource Center*, *The Hispanic Marketer's Guide to Cable*, the *2004-2005 Upfront Multicultural Marketing Guide* and most recently *Cultural Connections: The Multicultural Marketing Magazine*. In April 2006, Roberts' published the first *Hispanic Cable Facts*. In 2007, she completed *Race, Relevance & Revenue* a comprehensive guide to reaching and understanding African-American consumers.

## FACT-FINDING: "State of Broadband Urban Markets"

Data from the 2007 edition of Horowitz Associates, Inc.'s annual study on urban, multicultural consumers and the market for cable and broadband services reveals that broadband internet is now reaching a full 50% of homes in urban America, up from 38% in 2006.

Cable modem and DSL service are neck in neck when it comes to market share, with each service cornering almost one-quarter of the market (24%, respectively). Three percent (3%) of urban consumers now say they have FIOS service from Verizon as their broadband provider.

### **Broadband Grows Among Black, Hispanic Consumers**

While the lion's share of broadband growth occurred in white non-Hispanic homes, the study finds that broadband is now gaining much-needed momentum among Black and Hispanic consumers.

In Black households, broadband penetration grew from 28% in 2006 to 39% in this year's report – an increase of 11 percentage points (compared to a four [4%] percentage point increase the prior year). In Hispanic homes, the service grew by 9 percentage points from 2006 to 2007, also, to 39%. Growth was highest in bilingual Hispanic households: Over four in ten (43%) now have broadband access. Comparitively, penetration of the service among Spanish-dominant Latinos remained virtually unchanged, at 19% in Spanish-dominant homes.

### **Consumption of TV/Video Content Online, On Portable Devices**

On a weekly basis, the study finds, one in five (21%) urban Internet subscribers watches television-type video content online. Hispanic (28%) and Black (24%) Internet subscribers are the most likely to watch TV content online weekly, while white, non-Hispanics are the least likely to do so.

When it comes to the growing mobile broadband platform, the survey data reveal that 16% of urban cell phone owners subscribe to a service to get Internet access on their cell phone, and 7% subscribe to video service, such as VCAST, for their cell. The data suggest that Black and Hispanic cell phone owners are also on the leading edge in terms of subscribing to these types of mobile broadband services.

\*\*\*\*\*

Horowitz Associates, Inc. is a market research and consulting company based in Larchmont, New York. The company conducts custom research and consulting for clients in broadband and new media, including cable television, telecommunications and the Internet.

#### About the Study

State of Broadband Urban Markets™ is a one-of-a-kind, comprehensive study of the market for cable and broadband services and programming focusing on the New Urban Market, a cosmopolitan, ethnically and racially diverse, and globally connected market where more than one-third of Americans reside. The study tracks the growth of cable, digital, Internet and broadband services, measures the current market for programming, services and technologies and anticipates trends in the delivery and consumption of new programming and advanced digital services to the urban TV and Internet home among Latino, Black, Asian and White consumers.

## DAY BY DAY: MULTICULTURAL CALENDAR

By Lynette Pinto

Vice President, Marketing

NBC Universal TV Networks Distribution

### October 2007 - Hispanic Heritage Month (Sept 15-Oct 15)

1	National Day	China
2	Gandhi's Birthday	India
8	Canadian Thanksgiving	Canada
12	National Day	Spain
19	Chung Yeung Festival	China, Hong Kong, Taiwan

### November 2007 - American Indian & Alaska Native Heritage Month

2	Dia de los Muertos	Mexico
2	All Saints Day	Christian
9	Independence Day	Cambodia
15	Shichi-Go-San	Japan
22	Thanksgiving	U.S.

### December 2007

2	Independence Day	Laos
10	Constitution Day	Thailand
12	Our Lady of Guadalupe	Mexico
23	Emperor's Birthday	Japan

\* \* \* \* \*

Lynette Pinto is Vice President of Marketing for NBC Universal Television Networks Distribution. Her extensive experience in multicultural marketing covers all aspects of the ethnic sector, including advertising, television and brand marketing. Pinto played an integral role in helping create the award-winning Más campaign. Pinto graduated from the University of Redlands in California with a B.S. in Business and also attended the American Graduate School of International Management in Glendale Arizona with a Masters in International Management. Lynette is a member of NAMIC's Multicultural Marketing Committee. Additionally she is fluent in Spanish, Portuguese and French.

## The 2007 Hispanic TV Summit

By Joe Schramm

President

Schramm Sports & Entertainment, Inc.

On October 3 and 4, 2007, nearly 400 executives from television, advertising, marketing, research, programming, production and finance will be at the Marriot Marquis Times Square Hotel in New York City to attend the fifth annual Hispanic Television Summit.

The Summit is presented annually by *Multichannel News* and *Broadcasting & Cable* magazines – two of the TV industry's leading trade publications. The Summit is once again produced on behalf of these publications by NYC-based marketing firm, Schramm Sports & Entertainment.

### The Focus for 2007

Each year, the focus of the Summit has been on how Hispanic Television is generating revenues. This 2007 installment looks at new revenue streams in the Hispanic market that have not previously been addressed at any other conference or any prior Hispanic Television Summit. These new revenue streams are those resulting from the increased impact of digital technology - including broadband telecasts, "mobisodes" on wireless telephony, multicasts, switched video, and video on demand - all relatively recent forms of distribution - all in anticipation of the FCC deadline in February, 2009!

### Keynote Presentations Highlighted By Mobile Marketer

Summit registrants will have the chance to attend three keynote presentations, one by an industry-leading Chief Marketing Officer, another by a major Hispanic programmer and a third by Isaac Mizrahi, a top Hispanic marketing executive at Sprint Nextel - a company which is a leading advertiser on Hispanic television. Attendees will hear why this advertiser is committed to advertising on Hispanic television, and to future investment in telecast media.

## Panel Sessions Address the Digital Future

In six different panel sessions to be presented over the two-day conference, attendees will hear directly from those on the “front lines” about challenges and successes in such categories as new TV distribution, audience research, attracting audiences for the BIG event programs (like World Cup soccer, awards programs, etc), new programming options for the next five years, and how Hispanic TV will be financed in the foreseeable future.

## NAMIC Multicultural Marketing Committee Organizes Panel of Experts

Notable among the six panels is the one scheduled for Thursday, October 4 at 9 am, which is focused on attracting specific audience segments for Hispanic programming in a world of cross-platform viewing options. Titled “Marketing and Programming to Hispanics on New Media Platforms,” this panel will address such concerns as how to avoid eroding audiences for a single program with competing viewing options, as well as to where to direct viewers when programs are offered seamlessly and simultaneously across various technologies.

This is the only panel that is organized by the NAMIC Multicultural Marketing Committee, which is an assembly of 25 executives, from cable TV, programming, advertising, and research whose roles involve them in marketing cable TV to multi-ethnic audiences.

Summit attendees will not want to miss this exciting and compelling panel session. The NAMIC Multicultural Marketing Committee has assembled a unique group of panelists for this session, moderated by committee member, Sandra Murillo Weber, Vice President of Multicultural Market Development for Turner Broadcasting System, Inc. The panelists, to-date include:

- **Lucia Ballas Traynor**, Senior Vice President and General Manager for Hispanic music network, MTVtr3s
- **Monica Gadsby**, CEO at leading Hispanic ad agency, SMG Multicultural

- **Mauro Panzera**, Senior Director, Multicultural Marketing, Comcast Cable
- **Ralph Rivera**, Vice President and General Manager at on-line leader, AOL Games and AOL Latino
- **Michael J. Steinwender**, Vice President and Chief Technology Officer for interactive mobile marketing company, POP Solutions

## Lifetime Achievement Awards, Others “Firsts” to Mark the Fifth Annual Summit!

Once again the Award for a Lifetime of Achievement in Hispanic Television goes to...(well, we can't tell you yet – but it is someone who has been entering Hispanic television households for nearly two decades.) We know you will want to be there for the award...but, if you are new to the Hispanic market, there is something special added this year...

## Hispanic Market 101 Seminar For “New Comers”

In recent years, as cable TV companies have added Hispanic marketing or programming to their staff responsibilities, the Summit presenters have recognized the need to provide “new comers” with an introduction to the marketplace. As a result, a special pre-Summit seminar will be introduced on Wednesday morning, October 3 from 9:30 am to 11:30 am. The seminar is called Hispanic Market 101 intended to provide “new comers” with the “basics” about the marketplace. Those who wish to participate in the Hispanic Market 101 seminar must register for the seminar in addition to the Summit. Seating is limited.

\* \* \* \*

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 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 NAMIC's Multicultural Marketing Committee. He has won several television industry awards for excellence in multicultural marketing.