

## Welcome Message

As we celebrate the start of this year's Hispanic heritage month, we at *Cultural Lens* would like to recognize the enormous impact Latinos have had in our nation in such a relatively short time. While current estimates vary, the number of Latinos reported by most agencies stands 48.4 million; more than triple the amount back in 1968 when Hispanic Heritage began as a weeklong celebration under then-president Lyndon B. Johnson.

Likewise, attempts by brands to market to Latinos have also evolved significantly. Once forgotten or not even considered in advertising and marketing budgets, Latinos are now a key piece of strategic marketing plans across many categories. And with increased competition and more players trying to woo the segment, advertisers are constantly looking for how to drive deeper connections with this consumer in new and creative ways.

In response to advertisers and to meet the many changing needs of Latinos in America, media and programming options have also grown exponentially; from 2 broadcast and one part-time cable network in the early 90's to an ever-growing array of broadcast and cable networks targeting Latinos not just in Spanish but also in English, bilingually and by other attributes such as age, culture, and lifestyle interests.

With the economic landscape beginning to thaw out, the start of 2010 planning and a much-anticipated census expecting to show that Latinos are growing at an even greater rate than previously thought, Hispanic marketing will only continue to grow and become more sophisticated.

And we at *Cultural Lens* look forward showcasing some of our industry's most innovative, celebratory and successful campaigns.

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

Warm regards,

The *Cultural Lens* team

## Table of Contents

DAY BY DAY: Multicultural Calendar:  
September-December 2009

September 15 – October 15 is National Hispanic Heritage Month. Find out what other holidays are coming up this Fall.

FACT FINDING: Resources to Hispanic Research

This \$4 billion market is the most researched segment group of all ethnicities. This section will show you where to find the research to market to this group.

HISPANIC TV SUMMIT TEASER: Leading TV Executives Participate in Promotions Panel Coordinated by NAMIC At The Seventh Annual Hispanic Television Summit

Will you be attending the Seventh Annual Hispanic TV Summit in New York City this year? NAMIC's very own Multicultural Marketing Committee is hosting a panel on TV promotions you won't want to miss.

ON THE RADAR

Make sure your calendar is up-to-date with these noteworthy industry events.

## DAY BY DAY: MULTICULTURAL CALENDAR

By Ravi Pillai

Director, Marketing

Saavn

### September 15-October 15 National Hispanic Heritage Month

Starting in 1968 as National Hispanic Heritage Week and incorporating September 15 and 16, the independence days for Central American nations and Mexico, respectively, the period was expanded in 1988 to National Hispanic Heritage Month. Each year the National Council of Hispanic Employment Program Managers Council and the Hispanic Foundation select a theme for the month and commission a poster to reflect that theme.

#### September 2009

2 Independence Day–Vietnam. This marks the day in 1945 of the surrender of Japan, ending World War II, and the creation of the Democratic Republic of Vietnam.

3 Ghost Festival–China. A special ceremony is performed in temples with offerings of food to the lonely ghosts of those who are not cared for in their family's ancestral rituals. This ritual protects the community from harm by the lonely ghosts. This festival is celebrated in communities outside the People's Republic of China.

7 Independence Day–Brazil. Unlike the other areas of South America, the region now known as Brazil was colonized by the Portuguese in 1500 led by the explorer Pedro Alvares Cabral. On this day in 1822, the son of Portugal's king, and regent of Brazil, declared Brazil independent of Portugal and himself Emperor Pedro I. He was succeeded by his son Pedro II in 1831, who until his death in 1889 led the development of Brazil as a modern nation.

19 Rosh Hashanah–Jewish. The holiday, like most Jewish holidays, begins at sundown on the evening before the first (full) day of the holiday. This begins the Jewish New Year 5770 and the Jewish month of Tishri. Rosh Hashanah signifies the beginning of the Days of Awe, a period of serious reflection about the past year and the year to come. This period, which continues until Yom Kippur, is a time for asking forgiveness from both God and people and for committing oneself to live a better life in the year to come. Traditionally, this is the time that God decides the fate of each Jew in the new year.

20 Eid al-Fitr–Islamic. This holiday, which marks the end of Ramadan, begins at the sighting of the first lunar crescent

following the new moon and is the time for breaking the fast. This is a three-day festival of feasting, buying and wearing new clothes, and celebrations.

28 Yom Kippur–Jewish. The ten days from Rosh Hashanah to Yom Kippur are known as the Days of Awe or the Days of Repentance. During this time Jews are to remind themselves of their sins and seek forgiveness for their wrongdoings. Wrongdoing against God can be forgiven by God, but wrongdoing against others can be forgiven only by the person wronged. The last service of Yom Kippur, the Closing, occurs as the sun begins to set.

#### October 2009

2 Mahatma Gandhi's Birthday (Gandhi Jayanti)–India. This national holiday honors Mahatma Gandhi (1869–1948), leader of the Indian resistance to British rule that culminated in the establishment of an independent Indian state in 1947. Honored all over the world as one of the moral heroes and most influential figures of the twentieth century, Gandhi articulated and lived a doctrine of nonviolence, or ahimsa, insisting that those who struggle for justice must respect the sanctity of life.

3 Chusok (choo-sock) (Harvest Festival)–South Korea. Chusok, one of the most celebrated Korean holidays, is a three-day celebration during which families gather together to honor their ancestors and give thanks for the autumn harvest. Families pay respects to their ancestors by visiting their tombs with offerings of rice and fruits. In the evening, children dance under the bright moon in a large circle, and play many of the same games that are played at New Year's.

17 Diwali (Festival of Lights)–India. This is one of the most important festivals of the year for Hindus. It lasts for five days and combines a number of festivals to celebrate different gods and goddesses and events in their lives as described in Hindu tradition. The day before Diwali is spent cleaning the house, shopping, and decorating with flowers. A design is painted in white in front of the door of the house to bring good luck. Lamps are lit for the entire five days beside roads and streams, along edges of roofs, and on window sills to enable Lakshmi, the Hindu goddess of prosperity, to find her way to every home.

#### November 2009

**National American Indian Heritage Month.** The term "American Indian" incorporates hundreds of different tribes and approximately 250 languages. Starting in 1976 as Native American Awareness Week, the period was expanded by Congress and approved by President George H. W. Bush in August 1990 by designating the

month of November as National American Indian Heritage Month. In his proclamation for 1996, President Clinton noted, "Throughout our history, American Indian and Alaska Native peoples have been an integral part of the American character. Against all odds, America's first peoples have endured, and they remain a vital cultural, political, social, and moral presence."

1 Day of the Dead–Mexico. Beginning on the evening of October 31 and celebrated through November 2 by Mexicans and Mexican Americans, this holiday has its roots in two traditions: the Christian observance of All Saints and All Souls Day, and two Aztec festivals in which the souls of the dead were welcomed back to visit those who remembered them. Central to the observance is the creation of an ofrenda, or altar, in the home, with flowers, foods, and favorite possessions to honor the memory of deceased loved ones and to welcome their visiting souls. The holiday is celebrated with family and community gatherings, music, and feasting, and the festivity of its observance acknowledges death as an integral part of life.

15 Seven, Five, Three Festival–Japan. This day is celebrated by children who are seven, five, and three years old. They are dressed in their best clothes. Little girls sometimes have their faces powdered white and their hair dressed in adult styles. The children are given bags of "thousand-year" candy to ensure a long, happy, and healthy life and are taken to shrines by parents to express thanks for good health and to pray for future blessings.

19 Discovery of Puerto Rico Day–Puerto Rico. This holiday commemorates the discovery of Puerto Rico by Christopher Columbus in 1493.

#### December 2009

1 World AIDS Day–International. Also known as United Nations World AIDS Day, this day has been declared by the World Health Organization as a time to increase education and awareness of AIDS.

8 Bodhi Day (Buddha's Enlightenment)–Buddhist. Among Mahāyāna Buddhists, this holiday celebrates Buddha's attaining understanding of the truth of existence, freeing himself from all human suffering, and finding perfect happiness. The date is based on the Japanese Buddhist calendar.

10 Human Rights Day–United Nations. On this day in 1948, the United Nations General Assembly adopted the Universal Declaration of Human Rights, the first such statement of principle by an international body. The document, conceived as "a common standard of achievement for all peoples and all nations," sets forth

the basic civil, economic, political, and social rights that should be guaranteed to every person.

16 Reconciliation Day–South Africa. Afrikaners traditionally celebrated this as the Day of the Vow, commemorating the day that a group of Voortrekkers defeated a Zulu army at the Battle of Blood River, while African National Congress activists commemorated it as the day in 1961 when the ANC started to arm its soldiers to overthrow apartheid. Now with the advent of democracy in South Africa, this day is set aside to focus on overcoming the conflicts of the past and building a new nation.

\* \* \* \* \*

Ravi Pillai serves as the Director of Marketing at Saavn and brings valuable experience and understanding of the South Asian market. During his tenure as Head of Operations with Adlabs Films Limited, India's largest overseas film distribution company, Ravi marketed and distributed big budget Bollywood films like Krrish, Jaan-e-mann, Guru, Baabul, Vivah and Umrao Jaan. He has established critical relationships with eminent media personalities, theater owners and corporate clients in the US. He completed his Bachelors in Commerce from the University of Bombay and graduated from Grand Valley State University, MI with an MBA in International Marketing. Ravi is an active member of NAMIC's Multicultural Marketing Committee.

#### FACT FINDING: Resources to Hispanic Research

##### Pew Hispanic Center

The Pew Hispanic Center chronicles Latinos' diverse experiences in a changing America. Here is a sneak peak of some of the groundbreaking articles you will find:

##### *Latino Children: A Majority Are U.S.-Born Offspring of Immigrants*

The number of Hispanic children has nearly tripled since 1980 and their demographic profile has changed. More than half of the nation's 16 million Hispanic children are now "second generation," meaning they are the U.S.-born sons or daughters of at least one foreign-born parent. In 1980, a majority of Hispanic children were third or higher generation -- the U.S.-born sons or daughters of U.S.-born parents. This report also looks at the differences in the

socio-economic profile and legal status of Hispanic children by generation.

#### *Who's Hispanic?*

Is Judge Sonia Sotomayor the first Hispanic ever nominated to the U.S. Supreme Court, or does that distinction belong to Justice Benjamin Cardozo, who served on the court from 1932-38 and whose family tree apparently had some roots in Portugal? The question of who's Hispanic -- and who isn't -- turns out to be pretty complicated.

#### *Dissecting the 2008 Electorate: Most Diverse in U.S. History*

The electorate in last year's presidential election was the most racially and ethnically diverse in U.S. history, with nearly one-in-four votes cast by non-whites. The nation's three biggest minority groups--blacks, Hispanics and Asians--each accounted for unprecedented shares of the presidential vote. Additionally, the levels of participation by black, Hispanic and Asian eligible voters all increased from 2004 to 2008, reducing the gap between themselves and white eligible voters. This was particularly true for black eligible voters. Their voter turnout rate increased 4.9 percentage points, from 60.3% in 2004 to 65.2% in 2008, nearly matching the voter turnout rate of white eligible voters (66.1%).

#### *Ad Age's 2009 Hispanic Fact Pack*

##### *The Annual Guide to Hispanic Marketing and Media*

The U.S. Hispanic market eked out 1.9% growth in 2008 to \$4 billion in measured media as U.S. ad spending in general fell by 4.1%, but 2009 is a tougher year for everyone.

#### *U.S. Census: Facts for Figures - Hispanic Heritage Month 2009: Sept. 15 - Oct. 15*

In September 1968, Congress authorized President Lyndon B. Johnson to proclaim National Hispanic Heritage Week, which was observed during the week that included Sept. 15 and Sept. 16. The observance was expanded in 1988 to a monthlong celebration (Sept. 15 - Oct. 15). America celebrates the culture and traditions of those who trace

their roots to Spain, Mexico and the Spanish-speaking nations of Central America, South America and the Caribbean. Sept. 15 was chosen as the starting point for the celebration because it is the anniversary of independence of five Latin American countries: Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on Sept. 16 and Sept. 18, respectively.

Please visit [www.namic.com/research](http://www.namic.com/research) for more information on the aforementioned articles, plus research on all ethnic groups.

#### *HISPANIC TV SUMMIT TEASER: Leading TV Executives Participate in Promotions Panel Coordinated by NAMIC At The Seventh Annual Hispanic Television Summit*

By Joe Schramm

Managing Partner

Schramm Marketing Group

NAMIC's Multicultural Marketing Committee has once again coordinated an exciting panel at the upcoming Seventh Annual Hispanic Television Summit. This session entitled "How To Attract Hispanic Viewers With Experiential Promotions" will be presented at 10:30 am Thursday, September 24th.

The panelists will discuss how they have activated tune-in promotions designed to brand networks and build audiences for specific programming. The session features leading promotions and marketing executives including Cox's Renata Franco, ESPN's Robyn Remick, Matt Grim from Fox Sports en Español, and Telemundo's Ronald Gordon, to name a few. The session is co-moderated by the Multicultural Marketing Committee members, Mindy Figueroa from Latin2Latin and Philip Polk of Cox.

Generating a viewing audience through "tune-in" marketing is crucial to the success of any Hispanic TV property. A discussion of tune-in promotions is particularly

# CULTURAL LENS

## A Closer Look at Multi-ethnic Marketing



NATIONAL ASSOCIATION FOR MULTI-ETHNICITY IN COMMUNICATIONS

EMBRACE DIVERSITY. EMBRACE SUCCESS.

FALL 2009 | 5

relevant to this year's Hispanic Television Summit, since the Summit is the Hispanic cornerstone of the 2009 Advertising Week New York. (Advertising Week is a popular, week-long series of events and meetings, held annually, that is designed to focus on the advertising industry.)

The Hispanic Television Summit will focus on the ways in which the industry generates revenues, notably through advertising, subscriptions, transactions, and rights fees. The Summit attracts more than 400 attendees and has been presented annually by two of the television industry's leading publications, *Multichannel News* and *Broadcasting & Cable*. This year, the Hispanic Television Summit is Wednesday September 23 and Thursday September 24 at the Marriott Marquis Hotel in Times Square New York.

The Summit will also feature a conversation with Jeffrey A. Hirsch, the president for Residential Services for Time Warner Cable in NY, as well as a keynote presentation by Telemundo's president, Don Browne and another keynote presentation about the development and growth of advertising on Hispanic TV by world-wide TV legend, and host of *Sabado Gigante*, Don Francisco.

Also worth noting is the annual award that acknowledges one outstanding contributor to the business of Hispanic TV. This year, the coveted award for Achievement in Hispanic Television will be presented at Thursday's closing luncheon to Edgar Sandoval, the General Manager for North America Marketing at Procter & Gamble for his leadership at the company, especially for continuing this advertiser's outstanding long-time support of the Hispanic television industry.

In addition to the keynotes and award presentation, there will be total of five panel sessions, including the one on promotions. Each session features other leading executives from pay TV, programming networks, Hispanic advertising agencies, ad sales rep firms and related service companies.

For example, Wednesday opens at 1 pm with an excellent opportunity for networking during the Dessert Reception. The formal activities include Don Francisco's

presentation, followed by a lively panel discussion on the state of media and advertising and another panel about marketing that focuses on generating transactional revenues through acquisition, retention, and upgrade initiatives targeted to consumers.

Wednesday's panel participants include Sarah Foss, the CEO of VCI Solutions, advertising sales leaders Andrew Capone from NCC, Univision's Peter Lazarus and Tom Maney from Fox Sports en Español, as well as top agency execs Alain Groenendaal, the President and CEO of wing, Jessica Pantanini, the COO of Bromley Communications, Danielle Gonzales, the Managing Director of Tapestry and Jorge Moya, the COO of MGSCOMM. Also "on deck" for Wednesday are Christine Clavjo-Kish of PR Newswire and pay TV marketers including DIRECTV's John DeArmas, Time Warner's William Ortiz and Cox's Philip Polk.

In addition to Thursday's promotions panel, Don Browne's keynote address, and the Awards Luncheon acknowledging P&G's Edgar Sandoval, Thursday's other activities include a panel session devoted to programming para los hombres and another session focused on the state of programming distribution.

Thursday's panelists include a powerhouse of programming executives like David Sternberg, the EVP and GM of Fox Sports en Español; Traug Keller, ESPN's SVP; Univision EVP Alina Falcon; Cine Latino President Jim McNamara; and History Channel's Marlene Braga. Other top executives in Thursday's line-up include Liberman Broadcasting's VP Winter Horton; David Higgins, VP from Comcast Media Center; Ruben Mendiola, the GM for Dish Latino, Chris Fager President of TuTV, Avail-TVN SVP Matt Cohen and Condista Partner Jorge Fiterre.

The Summit is presented by *Broadcasting & Cable* and *Multichannel News* and is produced for them by New York's Schramm Marketing Group Inc., a marketing services company which includes Hispanic marketing among its specialties.

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

The Summit has become the signature, one-of-a-kind, annual event for those in the business of Hispanic TV. Each year, the program presents relevant topics and a fresh group of panelists and speakers. In addition to the presentations and panels, the Summit provides attendees with several unique networking events. As a result, attendees return year after year to re-connect with other leaders in the industry.

Visit [www.multichannel.com/hispanicsummit09](http://www.multichannel.com/hispanicsummit09) to register or call Sandy Friedman at 646-746-6740

\* \* \* \* \*

Joe Schramm is managing partner of Schramm Marketing Group, Inc. an internationally recognized marketing company based in New York City. With over 25 years of experience in cable television, sports and advertising, Joe is a well-rounded marketing professional with expertise in promotions, event management, strategic planning, creative positioning, programming development, sponsorships, and a specialty for targeted or segmented marketing that drives revenues. Joe is an active member of NAMIC's Multicultural Marketing Committee.

## ON THE RADAR: Noteworthy Events

### September 21-25, 2009

Advertising Week

New York, NY

<http://www.advertisingweek.com/>

### September 23-24, 2009

Hispanic Television Summit

Marriott Marquis, New York, NY

[www.multichannel.com/hispanicsummit09](http://www.multichannel.com/hispanicsummit09)

### September 24, 2009

The Power of Urban Radio Forum

Madison Loews Hotel, Washington D.C.

[www.nabob.org](http://www.nabob.org)

### September 24, 2009

Portada's 3rd Annual Hispanic Digital and Print Media Conference

Helen Mills Event Space and Theatre, New York, NY

<http://www.portada-online.com/conference/main.aspx?cid=5>

### October 4-6, 2009

Multicultural Marketing and Diversity Conference

The Arizona Biltmore Resort & Spa, Phoenix, AZ,

[www.ana.net](http://www.ana.net)

### October 21-27, 2009

South Asian International Film Festival

New York, NY

[www.saiff.org/2009/index.php](http://www.saiff.org/2009/index.php)

### October 26-28, 2009

23rd Annual NAMIC Conference: "Diversity Rules"

Grand Hyatt Denver

[www.namic.com](http://www.namic.com)

## ABOUT NAMIC's Multicultural Marketing Committee

NAMIC's 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.

## 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 comprises 2,000 professionals belonging to a network of 18 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. For more information, visit [www.namic.com](http://www.namic.com)