

The Hispanic PR Monitor

MARCH 2002

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National Association of Hispanic Publications (NAHP) Releases Major Consumer Media Study

The National Association of Hispanic Publications (NAHP) this week released a major national consumer and media study of Hispanics that for its sheer comprehensiveness is sure to be one of the year's best.

The "2002 US Hispanic Consumer & Media Study" was conducted by the NAHP in partnership with Belden Associates and MUND Américas. It focuses on three areas: a Hispanic consumer profile, a survey of Hispanic media usage and an analysis of the U.S. Cen-



The consumer and media study features interviews with 3,535 Hispanics in Spanish and English in 12 major market areas.

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English in 12 major market areas. The interviews were conducted from

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BROMLEY/MS&L MEDALS WITH A 'GOLD' FROM TEXAS PR & 'BRONZE' AT PR WEEK

Bromley/MSL captured a gold medal of sorts recently at the Texas PR Association where its Hispanic PR campaign on behalf of Western Union, "Helping Hands for Immigrants" garnered the group's top PR honor, the Silver Spur.



relations objectives and philosophy were incorporated into comprehensive efforts that exemplify the highest standards of research, planning, execution and evaluation.

Last year, Bromley earned three Silver Spur awards for clients Western

Union and Boy Scouts of America.

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The Silver Spur recognize outstanding professional public relations

campaigns or programs. A winning Silver Spur entry clearly demonstrates that sound public

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TO THE POINT...

Miami—Edelman Public Relations has landed the Cancun Convention & Visitors Bureau \$400,000 Hispanic and general market account. The firm's Tourism Practice is leading the new public relations program for 2002, tapping the agency's destination-PR and Hispanic expertise to drive media coverage and consumer awareness to Mexico's number one destination. Cancun attracts more than three million visitors annually – more than half of these coming from the United States -- and offers a wide variety of travel experiences. The Miami office team of Jose Lima, Vice President of the firm's Travel and Tourism practice will lead the campaign with assistance from Edelman's Chicago and Mexico City offices.

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Media Spotlight: Casiano Movie Magazine

When is a magazine not a magazine?

Answer: When it is seen on the giant silver screen at a local multiplex in the U.S. Commonwealth of Puerto Rico.

Casiano Movie Magazine, one of 14 products from giant Hispanic publishing company Casiano Communications, is a unique medium. "It is a magazine seen on the screen before the feature film at all the island's CineVista and independent theaters," explained General Manager Ronald Flores.

Like every other magazine, Casiano Movie Magazine (CMM) has a front and back cover, paying ads and editorial content, and appears periodically. But the similarity ends there.

"CMM is entirely on film. Manuel Casiano, a visionary in the field of target marketing, designed it in 1998. Casiano observed that movies were so popular in Puerto Rico that audiences arrived early to get choice seats - and had little to watch but some scratchy ads and commercials. He decided to put together a team to produce a high quality 23 minute program that would entertain this captive audience and offer new opportunities for advertisers," said Flores.

The "front cover" is a dramatic computer-animated opening produced in Hollywood. Each issue of the "magazine" presents 15ss, 30ss and a few 60ss commercials supplied by ad agencies or produced by CMM, paid public relations segments and six or seven 60ss or 120ss editorial segments. The magazine closes with a shorter version of the opening.

Subject matter is often drawn from

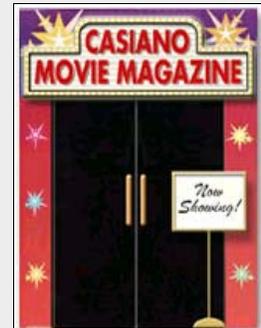
Contact Information

Casiano Movie Magazine

Address: 1700 Fernández Juncos Ave.
San Juan, PR 00909

Tele: (787) 728-3000, ext. 2710

Fax: (787) 728-8577



Special Notes: To pitch ideas for editorial segments, contact Ronald Flores. Bear in mind that CMM editorial segments are produced exclusively in Puerto Rico and must be of strong interest to Puerto Rico movie audiences. For a list of the latest segments, send an e-mail message to Ronald requesting a copy of "Now Showing at Casiano Movie Magazine."

General Manager: Ronald Flores, ronald@casiano.com

VP Sales and Advertising: Mari Guastella, mari@casiano.com

Web site: www.casiano.com

Casiano's print publications, such as its English-language **Caribbean Business**, and Spanish-language **Imagen**, the island's leading family and fashion magazine, **BuenaVida**, a leading health and lifestyle publication, **VidaActual**, a bi-weekly full color 'good news' newspaper, and its array of annual guides on decoration, motherhood and weddings, said Flores.

The end result is that every two weeks movie audiences in Puerto Rico see a crisp new issue of an interesting, exciting and informative magazine. Based on an average audience of 50 people per show, each of the 26 programs produced annually is seen by some 250,000 moviegoers. Statistics show that just about everyone of the nearly four million inhabitants of Puerto Rico goes to the movies, and they go often. A recent McCann Erickson PR study showed that 1.3% of the audience is children under 12, 46.7% young people 12-24 and 52% adults 25 and over.

"We produce seven or eight minutes of new material in-house every two weeks. That adds up to about 200 segments a year, or 600 since the project officially launched in January of 1999. We cover artists and artisans, decorators and designers, food and fashion, sports and shopping. I often joke that 'If it's in Puerto Rico and it moves, we'll film it,' but that is a gross exaggeration, of course, I have to keep on mission and aim for the 'Wow! That's really interesting!' result in the audience," said Flores.

PITCH TIPS

Flores is always on the lookout for interesting story ideas that involve unusual people, products or services available to the CMM audience. He prefers to receive a summary of your ideas in English or Spanish by e-mail at ronald@casiano.com, or by fax, (787) 728-8577, since he is usually out of the office with his crew filming or editing future issues.

Upcoming Conferences & Conventions

MARCH

MARCH 22

Hispanic Lifestyle Magazine is presenting its 4th Annual Latina Conference, scheduled for March 22, 2002 at the Ontario Airport Hilton, 700 North Haven in Ontario, CA.

The Latina Conference is an event designed to generate meaningful dialogue among Latinas on topics like health, business, and education.

The theme for this year's conference is "Latinas in Entertainment." Actresses, broadcasters, recording artists and writers will come together to discuss their experiences and insights through keynote addresses, seminar sessions, and a panel discussion.

Lynette Romero (KTLA Channel 5 Evening News Anchor) will be on

hand as Mistress of Ceremonies, along with Ruth Livier (Resurrection Blvd.) as the morning keynote speaker and Giselle Fernandez (KTLA Channel 5 Morning News Anchor) as the lunch keynote speaker. Panelists for the morning discussion include: Joy Enriquez (recording artist, Arista Records), Evelina Fernandez (Luminarias, American Me, actress, writer) Jackie Guerra (An American Family, Selena) Seidy Lopez (Showtime's Resurrection Blvd., Mi Vida Loca) and Chef Lala (Ulala! The Cooking Show).

Seminar topics include: "Building Wealth in Turbulent Times," "Creating Your Public Image," "Making your Way Up The Corporate Structure," Success in the Business World and others.

The conference will begin at 8:00 AM and end at 2:30 PM.

Tickets are \$50 and include admission to the expo, continental breakfast, seminar sessions, fashion show, luncheon and a year's subscription to Hispanic Lifestyle Magazine. To reserve your tickets call (909) 328-1385 or visit www.hispaniclifestyle.com

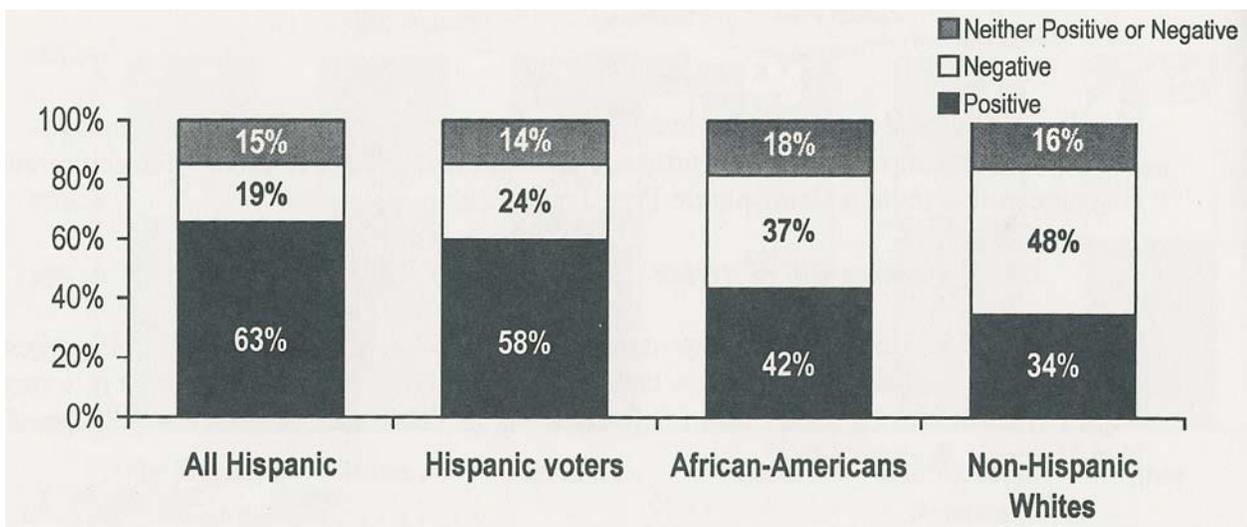
APRIL

APRIL 4-13

Actor Edward Olmos is presenting the 3rd Annual San Diego Latino Book & Family Festival, the Largest Latino Consumer Expo in the United States, April 4-13. It'll all take place at the beautiful San Diego Convention Center on the waterfront. The San Diego-Tijuana market has an international flavor that boasts a population of over 4 million. For information, visit the Latino Book and Family Festival Website: www.latinobookfestival.com

The Graphic Fact...

Attitude Towards Media By Race/Ethnicity



Source: Strategy Research Corporation, 2002 U.S. Hispanic Market

Case Study: California Milk Processor Board “Got Milk?” Hispanic Program Submitted by RL Public Relations

SITUATION

In 1999, The California Milk Processor Board (CMPB), creators of the popular Got Milk? advertising campaign, approached RL Public Relations to help promote milk sales among the growing California Hispanic population. The CMPB also requested specific recommendations on how to introduce the popular Got Milk? general market campaign to the Latino market.

PLANNING

RLPR held several internal brainstorms to discuss the perception of milk in the Hispanic market. It was recognized that, while the “Got Milk?” campaign was widely successful within the general market, Hispanics did not respond to it. The campaign’s tagline did not translate well into Spanish; in addition, the majority of first-generation Hispanics did not find the milk deprivation theme funny. Further, the campaign’s storylines did not include the important Hispanic themes of family and tradition and ignored mothers and grandmothers, predominant milk buyers in Hispanic homes.

It was decided that RLPR’s

public relations efforts should focus primarily on Hispanic mothers and grandmothers, as the “key influential gatekeeper” in the Hispanic home, along with Hispanic teenagers, as the next-generation of influential purchasers.

OBJECTIVES

- Promote consumption and increase awareness of milk among Hispanics in California
- Position milk as the beverage of choice among Hispanic teens, mothers and grandmothers
- Leverage key elements of the Got Milk? campaign to the California Latino market

STRATEGIES

- Launch the “Got Milk?” campaign to the Hispanic market, focusing on teens
- Position milk as an integral ingredient in the Latino diet
- Utilize popular Latino chefs as spokespersons to capture the attention of the Hispanic mother and grandmother, the traditional family “gatekeepers”

- Promote various usages of milk in easy-to-prepare Latino recipes
- Celebrate the traditions of milk in traditional Hispanic cooking

AUDIENCES

- Bicultural teens, a shifting yet pivotal market
- Hispanic mothers and grandmothers, key influential “gatekeepers”

EXECUTION

Because audiences are bombarded by advertising messages from a variety of sources, public relation efforts would play an integral role in effectively reaching the Latino market. RLPR’s past experience also indicated that publicity efforts needed to be not only strategic, but engaging to influence the bicultural market. Therefore, any programs that were implemented needed to include a deeper, emotional involvement among both audiences.

Got Milk? Commercial Contest

RLPR developed a contest where Hispanic teens conceived and produced their own Got Milk? commercials.

Case Study Continued...

The rationale was strong – according to research, up to 98% of teens were not only aware of the Got Milk? campaign, but could recite the commercials verbatim. A potent prize structure, including streaming the winning spot onto the Gotmilk.com web site, saving bonds and video camcorders, were offered to entice submissions.

RLPR promoted the contest at the high school and grass roots level and received more than 100 entries.

Media coverage of the contest and the winning commercial, “Udder Letdown,” were exceptional. Television coverage, a primary goal, was extraordinary.

“Familia, Amor y Leche”

RLPR worked with the CMPB’s vendors to develop programs aimed at Latino mothers and kids to communicate and leverage the “Family, Love and Milk” (“Familia, Amor y Leche”) popular Spanish-language advertising campaign.

Key elements, including celebrating the traditions of milk recipes in Hispanic cooking and its various usages, were incorporated into RLPR’s public relations efforts. To

drive these messages to key audiences, RLPR organized a comprehensive media tour to key publications across California. The media tour, timed to coincide with the popular Cinco de Mayo (5th of May) celebration, utilized a renowned Latino chef as spokesperson and demonstrated Latin-flavored recipes featuring milk.

EVALUATION

RLPR successfully met each objective set forth in the public relations plan:

- Each campaign received widespread television coverage from Univision and Telemundo (Spanish-language networks) affiliates across California
- Print placement coverage surpassed 15 million impressions in leading Spanish-language media outlets including La Opinion and Latin Publications
- The Latino chef was featured on local TV and radio morning news, and on food pages from major magazines and Spanish-language food sections
- RLPR’s “GOT MILK?” Teen Contest garnered top-rated morning news TV coverage across California (in both English

and Spanish) as well as teen-specific internet coverage, including Seventeen.com

- RLPR’s media relations efforts on behalf of the CMPB includes placements in the Wall Street Journal, The Los Angeles Times, The Sacramento Bee, Brandweek and virtually every daily and TV station across California
- Through RLPR’s efforts, the “GOT MILK?” campaign has been established as a popular brand among Latino audiences and general market audiences

Los Angeles-based RL Public Relations is a full service public relations and marketing agency. Founded in 1996 RLPR is one of the most successful marketing firms in Southern California. It’s areas of expertise include consumer products, music and the arts as well as food and beverage.

Does your company, organization or PR agency have a Hispanic PR-related case study that it would like to see featured in The Monitor? To submit your case study to us e-mail to HispanicPRMonitor@yahoo.com or call 305.971.2622.

The Hispanic PR Monitor

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Upcoming Newsletter Deadlines

April 2 (April 10 issue)
May 8 (April 30)

HPRW News Notes...

TRANSLATIONS GO GLOBAL
 Beginning March 18 Hispanic PR Wire is expanding its translation capabilities to feature one of the widest variety of language translation services available anywhere.

Although HPRW is better known for its work in Spanish, English and Portuguese, HPRW will now offering translations to and from French, Italian, Creole, Russian, Japanese and Armenian, among many others. In addition HPRW is offering highly specialized translation work such as subtitling, technical translations and more. Please contact us for further information. Our translation and our rates are excellent.

HPRW NEWS REACH GROWS
 HPRW news reach for U.S. Hispanic media grew to an even 1,200 media outlets since its last audit. The number of Latino organizations receiving news thru HPRW's exclusive National Hispanic Organizations Circuit doubled to 523.

HPRW & HMCA Offer Half Day Communications Workshop About Spanish March 26 in Miami



Hispanic PR Wire (HPRW) and the Hispanic Marketing & Communication Association (HMCA) will offer a half-day workshop titled "Saying it Right: An Overview of Spanish for Businesses" on Tuesday, March 26. The workshop, to be held from 12:30 p.m. to 4:30 p.m. at the Museum of Science, 3280 South Miami Avenue, will offer Spanish speakers a refresher on grammar basics, the ABC's of writing a business communication or letter, Do's &

Don'ts in Spanish and translation pitfalls.

The workshop instructors are: University of Miami Spanish Coordinator German Pavia, Universal Teachers and Translators of America Language Instructor Gisela Nuñez, LanguageSpeak President Annette Taddeo, and Public Relations Writer Yanina Brignoni.

Space is limited and reservations with prepayment by check are required to confirm seats. The cost is \$49 for HMCA members, \$69 for guests and \$29 for students with valid I.D. Make checks payable to Hispanic Marketing & Communication, and mail to P.O. Box 56 5891 Miami, Fl 33256-5891.

For more details visit <http://www.huellas.com/hmca.htm> or call (305) 648-2848.

NAHP National Study Examines Hispanic Media, Consumer Habits

(Continued from page 1)

Dec. 11-Dec. 30, 2001.

One key highlight of the study is that Hispanics show a higher level of persistent bilingual media consumption than previously noted. For example, the study reveals that seven out of 10 Hispanics report reading daily or weekly newspapers and

that of these nearly a third read in both Spanish and English (22% of the weighted sample) while almost a third read only Spanish (21%) and more than a third read only in English (27%). This shows that Hispanics' tendency for consuming print media in both languages is following the high levels of television viewing in both lan-

guages (74%) and of radio listening in both languages Spanish (51%).

The 2002 NAHP US Hispanic Consumer & Media Study is available by subscription for \$750 before March 31. After March 31 it will cost \$995 per copy. For more information contact Anthoanet Yataco at (202) 662-7250.

Bronze Anvil Deadline is April 5 For Best of Solo PR Tactics Awards

Have you always wanted to win a PRSA Anvil but didn't have a comprehensive enough campaign to enter the Silver Anvils?

Well, if you have any solo tactics to brag of you can submit them for a Bronze Anvil. The award carries the Anvil prestige and is considered the industry's highest for tactical creativity and execu-

tion. Categories include media relations, publications, press kits and video news releases as well as Web-based and interactive communications, public service announcements and speeches. With 39 categories and sub-categories that let you show off your best individual efforts, Bronze Anvils are awarded every

year to organizations that effectively use innovative tactics as part of their public relations campaigns.

To download an entry form, visit <http://www.prsa.org/awards/bronzeanvil.html> or call (212) 995-2230.

The entry deadline is April 5. Winners will be announced in June.

PR PROFILE: Brenda Mendoza President of HPRA & Senior Communications Specialist of Kaiser Permanente

INTERVIEW BY: Lisa Baca Sigala

Many Latinos outside of Southern California wonder about the Los Angeles-based Hispanic Public Relations Association, perhaps the most visible PR association related to Hispanics in the nation. We recently spoke to the HPRA's new president, Brenda Mendoza to learn more about her professionally as well as about her plans for HPRA in 2002.

How did you get started in PR?

After graduating from college, I knew I wanted to enter the public relations field despite having studied journalism. I was drawn to the idea of public relations, working in a corporate environment, handling media relations and developing communications strategies. I was very fortunate and landed my first job at a small public relations agency named Pacific/West Communications Group. It was at this agency where I learned the value of being a Latina PR professional because I had a client who needed someone that was bilingual and familiar with the Hispanic market. From there, I moved on to Valencia, Pérez & Echeveste and later to Hill and Knowlton.

What is the best part about your job working at Kaiser Permanente?

I serve as the Senior Communications Specialist for the Tri-Central Service Area. The best part about my job is learning about the healthcare industry in a corporate setting. I get the best of both worlds at Kaiser Permanente because we not only provide healthcare but we have our own medical offices and hospitals. This broadens my experience in the healthcare arena. In the future, I hope to take my Hispanic market background along with healthcare to work on Hispanic healthcare initiatives.



Describe what the Hispanic Public Relations Association (HPRA) is about?

HPRA is an organization dedicated to helping the Hispanic PR professional enter and advance within the communications field. We serve as a resource and help facilitate access to the Hispanic community through our networking opportunities and programs.

Do you think the time has come for HPRA to expand nationally?

As the oldest Hispanic PR organization in the country, we get numerous inquiries about expanding on a national level. I would like to establish the organization statewide before we do a major promotion nationally. Since HPRA was founded, our focus has been reaching out to Hispanic PR professionals in Southern California.

Given that PRSA is the national organization for PR professionals, what is HPRA's relationship with PRSA (PRSA-LA) and what future collaborations do you see happening in 2002?

I'll be honest, I don't think that

PRSA-LA and HPRA have as good a relationship as the two organizations should. It needs to be stronger. We had a very successful Christmas mixer last year, along with the other ethnic PR groups and YP-PRSA, but we need to do more. I've made it a personal goal as president of HPRA to reach out to PRSA and find ways that we can work together and strengthen our relationship. HPRA wants to be a resource, not only to its members, but to every PR professional who is interested in the Hispanic market.

What are some ways that HPRA is helping Latinos in the PR Industry?

HPRA is extremely proud of its annual scholarship luncheon because it allows us to give back to our community by awarding scholarships to future Latino communicators. In addition to our programs and mixers, HPRA is also committed to the Latino PR professional by serving as a resource for those looking for a job in the industry or looking to make a change. I think this is what makes Latino professional organizations, like ours, invaluable. It's about Latinos helping other Latinos advance in our profession.

As HPRA President, what are your 3 main goals for HPRA in 2002?

HPRA aims to accomplish the following for 2002: (1) Continue to provide scholarships to Hispanic students entering the communications field (2) Continue to increase our membership, especially with students and corporations, and (3) Provide our members quality programs and networking opportunities.

Who do you consider to be your mentors in PR?

Mentors play such an integral role in how you develop as a profes-

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PROfile Continued...

(Continued from page 7)

sional. I'm grateful for the two men I consider not only my mentors but my friends: Robert Alaniz from Hill and Knowlton and Al Reyes from KABC.

What advice do you have for young Hispanics starting a career in Public Relations?

Here's my advice for young Hispanics starting a career in public relations: (1) *Network, network, network.* I will never forget the words of Felix Gutierrez from the Freedom Forum who said it best, "it's not who you know, it's who knows you." (2) *Remember where you came from.* Be proud of your roots, give back to your community and understand that your success is a positive reflection on our community (3) *The PR industry: It's a small world after all.* Don't burn any bridges and keep negative remarks about peers to yourself. The person you offend may be your client one day.

What are three things that are over-emphasized about Latinos?

Latinos are all the same. Well...yes and no. Our core values like family may be the same, but on a cultural level, there are differences. Mexicans are different than Cubans just like Cubans are different than Peruvians. We have our own distinct dishes, music, dialect and history.

All Latinos are immigrants. As marketers may tell you, not all Latinos are immigrants. People tend to forget that many Latinos have been here several generations. This is why it's essential for marketers and communicators to learn our level of acculturation such as language preference, education and neighborhoods.

Latinos are all Democrats. While we would like to think this is the case, it's not. There is a growing segment of Latinos who are Republicans and that number will continue to increase since both political parties have learned that our vote is crucial to their party's success.

(Continued from page 1)

New York—PRSA is officially introducing membership cards for all of its members this month. The cards will include the member's name, member ID number, and join date, as well as phone numbers and e-mail address for all PRSA program areas.

As PRSA expands its members-only offerings, members will be required to provide their member ID number in order to access these benefits. In addition to membership cards, PRSA will also be introducing MemberNet to the entire PRSA membership in April. MemberNet is a secure, members-only Web site that, starting in April, all PRSA members will be able to use to update their contact information online and search the directory of PRSA members for real time member listings using their unique member ID and password.

Atlanta—The Minority Professional Network (MPN) has launched its web site, providing Hispanics, African-Americans and other minority groups with the first national online "Career, Economic and Lifestyle Connection"™ for progressive minority professionals.

Entrepreneurship, Wealth Accumulation, Career Center, Employer Center, Professional Organizations, Minority Businesses, Student Resources, and a Book channel are some of the content areas accessed at <http://www.MinorityProfessionalNetwork.com>. MPN Metro Pages include event postings, local news and business profiles. Its initial 14 Metro Pages address cities with rapidly growing, diverse professional populations.

Opportunities

Los Angeles—Valencia, Perez & Echeveste is seeking an Assistant Account Executive for its social marketing division. The AAE must have strong writing skills, fluency in Spanish, and the ability to see projects through independently. A college graduate with 1-2 years experience is preferred. Submit resume to Maricela Cueva, Account Supervisor, at maricela@vpepr.com

Have a job opening(s) for Hispanic PR pros? Let us know. We'll run your classified job listing right here free, courtesy of The Hispanic PR Monitor. E-mail job openings to hispanicprmonitor@yahoo.com. It is critical that you also provide information for people to directly contact your company without further assistance from The Monitor staff.

Bromley Snags Top Texas PR Award, Misses at PR Week

(Continued from page 1)

In what is by itself an achievement, for the third year in a row, Bromley went home with a bronze-type achievement at the recent PR Week Awards. Bromley's Western Union program was a finalist once again for the category of Multicultural

Marketing Campaign of the Year.

This year's multicultural PR winner was an African American targeted program by Greyhound Lines and Burson-Marsteller called "40th Anniversary Freedom Rides Celebration."

Western Union's campaign educated newcomers from Central America about Protection Status and other pressing immigration issues. Helping Hands for Immigrants infiltrated Hispanic communities nationwide with heavy concentration on Central American populations.



YOUR FEEDBACK AND STORY IDEAS ARE GREATLY APPRECIATED. DROP US AN E-MAIL AT HISPANICPRMONITOR@YAHOO.COM AND LET US KNOW HOW WE CAN MAKE THE MONITOR MORE USEFUL TO YOU. IF YOU HAVE ANY HISPANIC PR WIRE RELATED QUESTIONS PLEASE CONTACT OUR OFFICES TOLL FREE AT 1-866-HPR-WIRE OR E-MAIL NEWSROOM@HISPANICPRWIRE.COM