


THE CENTER FOR HISPANIC MARKETING COMMUNICATION

NOVEMBER NEWSLETTER 2016



the CENTER FOR HISPANIC
MARKETING COMMUNICATION

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MEET OUR ADVISORY BOARD

Leif Roll

A CLOSER LOOK AT LEIF

By: Juancarlo Villatoro

The Florida State University Center for Hispanic Marketing Communication continues to add to their impressive Advisory Board roster with the addition of Leif Roll, State Farm Marketing Vice President.

Leif joined State Farm® in 2000 as an Assistant VP of Marketing, helping to launch the company's bank and mutual fund product offerings after spending 18 years in the banking industry. As the current Marketing Vice President for State Farm, Leif brings marketing communication experience across multiple corporations and industries, and will serve as a valuable resource to the HMC and its students.

Since its inception in 2004, The Center of Hispanic Marketing Communication has been a pioneering academic program that has brought together students and professionals to further the field of Hispanic marketing and advertising in the U.S.



"Dr. Sindy Chapa and the center have prepared hundreds of students and professionals who have demonstrated a passion for the trillion-dollar Hispanic market and the opportunities it presents for companies, organizations and government institutions that need to connect with this market segment," said Lawrence Dennis, dean of the College of Communication and Information.

"In the decade since Dr. Felipe Korzenny started the program, faculty and students have worked tirelessly to conduct ground-breaking research and serve as an innovative resource for the Hispanic marketing industry."

S

STUDENT PROFILE

Juancarlo Villatoro



D.C. native Juancarlo Villatoro graduated from Virginia Commonwealth University, Bachelor's in anthropology and minor in psychology in hand, and asked himself what many fresh-faced college grads ask: what next?

He took jobs in museum curation, nonprofit work, public policy and even editorial work. But he realized there was one thing in common with these seemingly dissimilar jobs: they all focused in Hispanic or Latin American culture.

"I started doing my research [about different graduate degrees] and that's kind of when it hit," he said. "That's what I need to do, this is my calling."

The rest is history. Villatoro visited Florida State University (FSU) in 2014 and was sold on the Multicultural Marketing track of the Integrated Marketing Communications degree.

"The Center for Hispanic Marketing Communication was the first center of its kind and because of that it's a pioneer," he said. "It sets the tone for other institutions of higher learning and I wanted to be a part of that innovation."

Villatoro said his Hispanic heritage — both of his parents are from El Salvador — makes him partial to Hispanic marketing. However, he said the reactionary movement of marketers to increase messaging to Hispanics makes studying at FSU all the more thrilling.

"Being Hispanic myself, I understand several of the nuances," he said. "Coupled with my anthropological background, it's very exciting and stimulating to break down the different aspects that makes this segment unique."

Villatoro speaks Spanish fluently, but credits high school Spanish classes to his grammatical skills when writing the language. The importance of knowledge of proper Spanish, he said, is something he learned at his time in undergraduate anthropological studies. Villatoro cited theories such as Edward Sapir and Benjamin Whorf's 20th century notion that language shapes worldviews.

When it comes to worldviews, Villatoro said he has learned a great deal of Central American values from traveling to see family in El Salvador every other summer for most of his life.

"Having experiences with [my family in El Salvador], having them show us where they live, where they enjoy life... it's very different from life here but I try to see the commonalities as much as possible," he said. "I'm very much proud of being Salvadoran-American."

Villatoro volunteers at the Center for Hispanic Marketing Communication, Multicultural Marketing Association of Students, interns at the Zimmerman Agency in Tallahassee and enjoys swimming, biking, making electronic music on the side.

Villatoro plans to graduate in Spring 2018. As for plans post-graduation, Villatoro has his sights set on Miami — a city he said he fell in love with.

"I want to contribute to that city professionally," he said of Miami. "And I think it's also a window to potentially work in Latin America and even in Europe as well."

D

DISCUSSION PANEL

Why Multicultural Marketing Is The Future

By: Lane Blackmer

In 2015, the Census Bureau predicted that minorities will be the majority in the U.S. by 2020. Marketers are increasingly starting to notice and create culturally specific approaches to tap into those segments. Last October, the Center for Hispanic Marketing Communication at Florida State University rounded up eight professionals in the business to chat about the increasing necessity for multicultural marketing.

The professionals at the discussion, dubbed Finding Success in the Marketing Profession, hailed from companies ranging from Coca-Cola to State Farm to entrepreneurial ventures like PM3 Agency. All are members of the Center's advisory board.

The panel tackled topics on the rising need for cultural-specific marketing — and why — as well as how to break into the market.

Among the panelists was Dr. Felipe Korzenny, who has over 30 years of experience researching the U.S. Hispanic market and founded the Center. He elaborated on why it doesn't cut it to send out broad marketing messages.

"It is very difficult to cater to multiple cultures simultaneously," said Dr. Korzenny to a room of about 180 students and Tallahassee community members. "[Multicultural marketing] is an approach to marketing that handles culture as the main set of attributes for targeting a group of people who share elements of culture in common."



Elaborating as to why culture is underestimated in marketing today, Walter Isaacson Chief Marketing Strategist Rochelle Newman-Carrasco cited Geert Hofstede, who provided the cultural dimensions theory looking at how cultural values affect behavior.

"I think people don't understand the word culture. There are the obvious things like religion, rituals. There's iconic things like soccer, piñatas and things that have become stereotypically overblown," she said. "But what people don't really understand as marketers is how culture is related to values and [how] value systems are an internal expression of culture that then manifests externally."

But many organizations are picking up on such internal expressions. While some panelists come from advertising agencies that specialize in Hispanic marketing, others are from either corporations or agencies that have jumped on the bandwagon. State Farm is one of those corporations. Marketing Vice President Leif Roll explained how the company adopted an approach that pays more scrupulous attention to multicultural consumers.

"We switched [from a general market approach] to a total market approach," he said. "We're going to show diversity in our work that reflects the communities that we live in and then in the total market approach we're also going to have cultural nuances specifically to the segments that we are reflecting in the work."

D

DISCUSSION PANEL

(CONTINUED)



Roll went on further to explain that State Farm incorporates a pinpointed segment approach, in addition to this new total market approach.

Joe Zubizarreta, Chief Operating Officer and Owner of Zubi Advertising, added that in some regions of the U.S., the general consumer is not non-Hispanic white.

"[Multicultural marketing] isn't that different if you understand there are markets in the United States where Hispanic is the general market or African American is the general market," he said. "We're not looking at groups, we're looking at individuals. It's not about segment marketing, it's about relationship marketing."

The panelists also divulged their advice on cracking into the industry. Tidbits included taking entry-level jobs, doing multiple internships and waiting a few years before going to graduate school after undergrad.

Integrated Marketing Communications third semester graduate student Sydney Brown said she gained a lot of valuable insight.

"What I got from the panel was a little bit more confidence that everyone has to start somewhere," said Brown. "I really appreciate the career advice."



F

FACULTY PROFILE

Mafé Brooks.....



Making Education Her Business

By: Crystal Salvador-Zapote

Mafé Brooks' childhood dream was to travel and see the world, but more than anything she also wanted to help people and make a difference.

Today, she does just that, working as the Director of Development for the College of Communication & Information.

In her position, Mafé directs the College of Communication & Information's development and fundraising program.

"Raising money is both an art and a science which makes it the most interesting, fascinating and rewarding career," she said. "The opportunity to meet with alumni and hear about their FSU experience and how FSU shaped their lives and careers is the best part of my job."

This job does not come easy. There are high expectations and many logistical and administrative challenges. One major challenge, she said, is educating people and helping them understand what she truly does and its impact.

"People think you just rub elbows with people and socialize," she said.

In reality, setting up visits with alumni to determine their philanthropic interests requires months of organization and strategic planning, in addition to putting in a lot of time. In general, it takes about 18 months for a prospective donor to decide how much they would like to give and which area or program they would like to support. For gifts of \$100,000 and above, it takes even longer.

A critical part of her job is meeting with at least 150 alumni from around the country during the year, so traveling once or twice a month is required.

As a road warrior, her schedule is filled less with sightseeing and is focused on reconnecting alumni with the university and eventually inspiring them to make a philanthropic commitment. What motivates Mafé is knowing that the work she does in building relationships with alumni changes lives.

"When I can talk about students who are successful and motivated and faculty who are doing groundbreaking research and getting recognized for their teaching, that makes it a lot easier for me to ask them for support," she said.

Mafé comes from a family of educators — her grandfather founded private schools in the late 1940s in her native Philippines. Her father was a principal and a teacher and her mom, who is now 82 years old, continues to manage two of the families' private schools.

Her grandfather always told her: “education is the biggest and greatest gift that your family can give you, because no one can steal that from you. If you're educated you have that for life.”

As a young girl Mafé absorbed these teachings. After she graduated with her Linguistics and Education degrees, she took her first job with the United Nations High Commissioner on Refugees (UNHCR) teaching English As a Second Language at the Philippine First Asylum Camp in Palawan, an island in southern Philippines.

“It was a life-changing experience. I learned so much more from my Vietnamese students about life than I could ever teach them English,” she said. “Their harrowing and perilous escape from Vietnam in a crowded and dilapidated wooden boat with only the clothes on their backs opened my eyes to the challenges that refugees faced and the sacrifices they had to make to have a better life for themselves.”

Through her work at the refugee camp with UNHCR, Mafé was inspired to continue in pursuing a career in international education and get a certification to teach English as A Second Language at UC Riverside's International Education Program (IEP). While a student in the program, she worked in Trips & Activities, which provided opportunities for international students to learn more about the U.S. by visiting interesting and historical places in southern California.

She also had the opportunity teach ESL at IEP after she completed her certificate. After that experience, she moved to Tallahassee to be closer to family. Once she moved, Mafé volunteered as a conversation partner for international students at the FSU Center for Intensive English Studies and as a volunteer host family in the International Friends Program at the FSU International Center, now the Center for Global Engagement (CGM). Career opportunities opened up at CGM and after five years, she became the Assistant Director for Programs &

Community Outreach.

One of the things Mafé has asked herself about since she was a teacher is how to make things better, and just as she applied this to teaching she also applies it to the work she does today.

She makes sure to become involved with the faculty, students and staff because she knows this will help her succeed.

“Personally it's very rewarding to work with students within the program because of their drive and motivation,” she said. “Being able to tell the story of a student, why they came here what their goals are, being able to share the stories of these students is one of the most inspiring things I can do in my job.”

When asked for her advice for future students Mafé had a lot of suggestions.

The first piece of advice is to have multiple mentors.

“Identify those people in your life that you feel can support you in who you want to be, and what path you want to take,” she said. “And find mentors who can tell you like it is.”

Mafé emphasized that you can learn from everybody. She even laughingly confessed that she has a mentor who is a Millennial.

Her second piece of advice is to take risks, and to push yourself out of your comfort zone.

“It's important to fail, because failing means you have room to grow and you can find a way to succeed.”

Mafé believes that in this way students will be able to succeed, and she emphasizes the need to pay it forward.

Mafé hopes to stay in her position for a few years. She loves working with people and she loves working for the college because her job emphasizes the importance of education, which is where her heart is.

“I'm part of a team, if I don't have great students to brag about or faculty that students love I can't raise money,” she said. “The support of staff is also critical to the work that I do. I'm not an island by myself, I'm part of a bigger team.”

E

ESTUDIAR POSGRADOS

Recomendaciones Para Estudiar Posgrados En El Exterior

By: Maria Fernanda Bayona

Sin lugar a dudas, los estudios de posgrado, especializaciones, maestrías y doctorados representan el sueño de muchos estudiantes que, al enfrentarse al mundo laboral, se encuentran con una industria competitiva que exige profesionales mucho más preparados. Sin embargo, muchos jóvenes renuncian a este sueño debido a la falta de información, las dudas, el miedo y los obstáculos que se presentan al hacer este sueño realidad.

Desde mi experiencia, puedo decir que el reto de estudiar en el extranjero empieza incluso mucho antes de salir del país y representa un camino de altos y bajos en donde la paciencia, el esfuerzo y la dedicación son los elementos principales para no “morir en el intento”. A Continuación, los cinco principales consejos a la hora de aventurarse en el reto de estudiar en el exterior:

1. La beca no lo es todo: muchos jóvenes dicen estar a la espera de una buena beca para aplicar a un posgrado, pero es importante entender que este tipo de ayudas económicas se ofrecen a los estudiantes que ya han sido aceptados en las universidades. Siempre es necesario aplicar primero y una vez haya sido aceptado, empezar la búsqueda de becas.
2. Cuestión de paciencia: muchos estudiantes quieren empezar sus estudios en el exterior tan pronto como sea posible, sin contemplar todos los trámites y los procesos necesarios para aplicar. Los exámenes, las cartas de recomendación y los certificados de calificaciones, necesarios a la hora de iniciar el proceso de aplicación, algunas veces son difíciles de conseguir. Lo ideal, es empezar este proceso al menos un año antes de la fecha en la cual se desea empezar a estudiar.
3. Dedicación y estudio: los exámenes de aplicación como el Toefl, el GRE o el GMAT, son demandantes y difíciles. Estos exigen largas jornadas de estudio y práctica constante, que pueden acabar con la paciencia de cualquier joven. Tener el objetivo claro y seguir intentando hasta el final, son elementos claves a la hora de prepararse para presentar estos exámenes.
4. Más que dinero: muchos estudiantes consideran que el dinero es su gran limitante a la hora de estudiar en el exterior. Sin embargo, pocos tienen suficiente información sobre las ayudas económicas, trabajos en el campus, préstamos y demás opciones que las universidades ofrecen a los estudiantes internacionales que hayan sido aceptados previamente.
5. Abiertos al cambio: no siempre se obtienen los resultados esperados y puede que en el camino se deban cambiar y ajustar los planes. Es necesario estar preparados con otras alternativas, diferentes universidades, países, programas y todas las opciones necesarias para alcanzar la meta final.



R

RESEARCH

New Study: In Media Consumption, Ethnicity Is Tied To Body Dissatisfaction

A Center for Hispanic Marketing Communication study found that ethnicity determines higher levels of body dissatisfaction in women when it comes to media consumption — and Latinas are the most dissatisfied.

The Center’s director, Dr. Sindy Chapa, set up the study to gauge media consumption on traditional and new media across ethnic groups. The study compared Latinas, Asians, African Americans and non-Hispanic whites.

Chapa first compared weekly hours of exposure to traditional media consumption — namely, television, magazines, newspapers and advertising. The findings indicated that there was a weak correlation between exposure to traditional media and body dissatisfaction, which has not been the case in the past. The theory for this decrease in body dissatisfaction after viewing traditional media is that advertising agencies have been showcasing a greater range of diversity.

When it comes to new media, the study looked at how many social media accounts users had, the frequency of time they spend on social media as well as which video streaming services they used, such as Hulu and Netflix, and how long they spent on them.

According to the study, new media usage overall did not affect body dissatisfaction, however, time spent on video streaming platforms did.

A possible theory for this is that the body types of actresses do not reflect reality.

“The way the actresses look, they have a different figure than typical women in the U.S.,” she said. “We don’t have those 0 sizes, like most of the actors.”

As an ethnic group, Latinas were the most dissatisfied, followed by non-Hispanic whites, African Americans and then Asians. The unexpected finding, however, was that hours spent using streaming services did not necessarily have the greatest impact on dissatisfaction.

“[Hispanics] do consume more video streaming and television,” Chapa said. “But African Americans are second on exposure to video streaming and television and they were not the second to be dissatisfied.”

It is possible that body types and preferences have something to do with this sense of body dissatisfaction, Chapa said. But that’s up to upcoming research to decide.

“Future research will concentrate on personal characteristics that help understand why Latinas are more dissatisfied as an ethnicity because of the culture and not because of the time spent on T.V.,” she said. “Our next step is to look into male expectations for their partners and preferred body appearance.”

THE ROLE OF ETHNICITY IN THE RELATIONSHIP OF MEDIA EXPOSURE AND FEMALES’ BODY DISSATISFACTION

PURPOSE

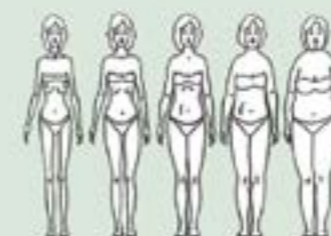
Traditional and New Media exposure affects body image dissatisfaction as reflected by the discrepancy between individuals’ perceptions of their “current” body image and their desired “ideal” body image.

Perceptions toward “ideal” body image, and thus, body dissatisfaction differs across ethnic groups.

The impact that media exposure has on individual’s perception of a desired “ideal” body image differs across ethnic groups.

RESEARCH DESIGN

Method:
Online survey
Measure:
5-point body values



Total sample	1,313
Non-Hispanic/ White Hispanic	11.9%
African American/Black	15.2%
Asian or Pacific Islander	54.8%
Hispanic	18.2%

DATA ANALYSIS AND RESULTS

Level of Body Dissatisfaction	Sample
Group 1: Zero (discrepancy = 0)	350
Group 2: Low (discrepancy = 1 point)	685
Group 3: High (discrepancy = 2-4 point)	245

Television and video streaming consumption are significant predictors of women’s body image dissatisfaction.

Ethnic-cultural background plays a moderating role on the levels of body dissatisfaction.

The discrepancy between the “current” and “ideal” body image was higher among Hispanic females than any other group.

DISCUSSION

TV plays an important role in the development of females’ body image as it produces the pervasive social ideal of a thin standard of beauty.

Ethnicity significantly mediates the effect of media exposure on body image dissatisfaction. Hispanic females are significantly more dissatisfied with their body shape than other ethnic groups.

Asian women have the least body dissatisfaction among the ethnic groups.

Authors:
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S

WHAT'S TO
COME



THE CENTER FOR HISPANIC MARKETING COMMUNICATION

NOVEMBER NEWSLETTER 2016

Spring Preview

Although the coldest months are still upon us, we're looking forward to spring at the Center. We've got a lot of happenings we're proud of and looking forward to during the spring 2017 semester. Check it out!

Chapa Releases Long Awaited New Edition of Hispanic Marketing

After years of hard work, the Center for Hispanic Marketing Communication's director Dr. Sindy Chapa will release her book, *Hispanic Marketing: The Power of the New Latino Consumer* Third Edition on May 5. The book will be updated with current trends in the Latino market as well as previously unreleased data from the Center. Look for more specific information and how you can purchase your copy in our spring semester newsletter.

How do Hispanics Respond to Product Placement Differently?

Beginning in spring semester, Dr. Chapa will be conducting a study looking at the effects of product placement on Hispanic consumers. The analysis will compare Hispanic to non-Hispanic white, African American and Asian consumers. The big question is this: is there a stronger or weaker impact on Hispanic consumers, causing less or more brand familiarity simply based on product placement?

The Center for Hispanic Marketing Communication Co-hosts L.A. conference

The Center of Hispanic Marketing Communication is pleased to be co-hosting the Hispanic/Latino Media & Marketing International Conference in Los Angeles Feb. 16-18. The event will be co-hosted by Maxwell Center for International Communications and the Latino Communications Initiative at California State University Fullerton, where the conference will take place. Various students, as well as Chapa, will be attending the conference and presenting research. For more information, click here.

Latin American and Caribbean Scholarship Changes

Despite some uncertainty threatening the livelihood of Latin American and Caribbean scholarships, the program is still available in Florida. However, there are a few key changes. First, there will be an increase to the cost of the program of \$500 per semester. Second, eligibility is not restricted to citizens of Latin American and Caribbean countries, rather than naturalized or U.S.-born citizens with ancestry from those regions. The scholarships are awarded to Latin American and Caribbean students seeking to be full time students at state institutions in Florida.



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