



HMC IN THE NEWS



Top Picture Left to Right: Karen Garza, Daniela Galindo Cure, Carlos Galindo Cure, and Dr. Sindy Chapa; Bottom Left: Karen Garza, Katherine Cook, and Carlos Galindo Cure; Bottom Right: Carlos and Daniela Galindo Cure.

CONFERENCE REPORT: GEOSCAPE NEW MAINSTREAM BUSINESS SUMMIT

Several of the Center's students presented their work at the Geoscape New Mainstream Business Summit which took place in Miami in March 2013.



DR. FELIPE KORZENNY TO SPEAK AT THE MULTICULTURALHEALTH NATIONAL CONFERENCE IN ATLANTA

Dr. Felipe Korzenny will be a keynote speaker at the Multicultural Health National Conference in Atlanta on October 10-15. For more information, visit [here](#)



DR. SINDY CHAPA PRESENTED STUDY AT HISPANICIZE 2014

Dr. Sindy Chapa presented her research with collaborators from Latina Mom Bloggers at Hispanicize 2014, an annual event held April 1-4 in Miami. For more information, click [here](#)

PUNTOS DE VISTA 2014: RECAP



Puntos de Vista (Points of View) is an international Spanish-language documentary festival held by the Hispanic Marketing Center annually at Florida State University. The festival was inaugurated in 2010 in order to support, and create a forum for, the nonfictional creative works of Hispanic students from the United States and Latin America. More specifically, it strives to encourage students to express different points of view through Spanish language documentaries that portray the lives, art and culture of Hispanics in the U.S. and around the world.

This year, the festival took place on April 10th and 11th and was well-attended by FSU students and faculty, as well as Tallahassee locals. In addition to the open-door documentary screenings, the festival included a workshop for participants and a cultural-social event aimed at embracing Hispanic heritage among filmmakers, FSU faculty and registered Hispanic student organizations on campus.

The Puntos de Vista evaluation committee—comprised of filmmakers and FSU faculty—this year included two new Assistant Professors in the College of Communication and Information. One of them, Assistant Professor Malia Bruker, noted how “the Puntos de Vista film festival serves an important role in the University. Not only does it help students from around the world become better filmmakers, but it brings them together in a way that allows them to network, learn from each other, and build community. As a judge, it feels nice to be part of a project that fosters creativity, community, and cultural heritage in young people.” Dr. Brian Graves, another recent faculty hire and a fellow



Page 2: Top Picture: Dr. Sindy Chapa poses with festival participants and Center volunteers; Bottom picture: Charlie Leu and Fernando Jaramuzchett Alvarado

Page 3: Top Picture: First Place Winners Ruth Chuquillanqui, Oscar Cuva, and Andrés Montañez; Second Picture: Dr. Chapa with Dr. Felipe and Betty Ann Korzenny with Second Place Winner Francisco Montero Bobadilla Third Picture: Third Place Winners Florencia de la Cruz and Maria Jesús Velasco; Last Picture: Third Place Winners Elizabeth Suárez, Maria Suárez Mason, and Elliot Mason

judge, added: “I really enjoyed watching and evaluating this year’s films. The topics and approaches of the films are very diverse, yet all of them represent informed, socially-engaged points of view, and the filmmakers’ desires to make a positive difference in the world through their art.”

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...the Puntos de Vista film festival serves an important role in the University. Not only does it help students from around the world become better filmmakers, but it brings them together in a way that allows them to network, learn from each other, and build community. ”

*-Malia Bruker,
Assistant Professor and Judge*

Top winners this year included films from Chile, Peru, the United States and Mexico. First place was awarded to the Peruvian film “La Palpa: más allá de un Ritual” (La Palpa, Beyond a Ritual), an examination of an ancient matrimonial tradition which promotes union and compromise among new families in the Huancayo region. In second place was “Antsetik Mujeres” (Antsetik Women). This Mexican documentary looks at the ways in which indigenous women in the Mexican towns of Altos de Chiapas shape their community’s world view and are essential to the preservation of traditions and customs as well as to the community’s economic construction and politics.

In third place, two documentaries tied for the award—the Chilean film “Discriminación Homosexual en el Aula” (Homosexual Discrimination in the Classroom) and “Sin Rastro” (Without a Trace) from Miami. “Discriminación Homosexual en el Aula” examines how sexual diversity in the classroom is still not accepted in educational institutes in Chile, despite governmental laws and strategies. Third place co-winner “Sin Rastro” presents the story of a group of Central American mothers who travel to Mexico in search of their sons who went missing there while trying to achieve the American Dream.

The next Puntos de Vista festival will be held during spring 2015. The window for submissions will open in mid-November.



MEET THE STAFF: AUSTIN KOONTZ



We are pleased to introduce Austin Koontz, a Titusville, Florida native who is a senior at Florida State University. Austin has been studying Media/Communication Studies as well as Editing, Writing, and Media within the English Department.

At the start of this semester, Austin began an internship within the Hispanic Marketing Center after having been introduced to it through the Hispanic Marketing Communications course. The course material fascinated him and he sought to become further involved with the Center via an internship—an exclusive opportunity at FSU given that the Center is the first of its kind in the United States devoted to educating students and professionals in the field of U.S. Hispanic marketing and advertising.

In particular, Austin chose to become a part of the Center in order to better understand different cultures represented in the United States. Austin says, “Understanding other cultures is the key to establishing conductive marketing and communication research.” He also shows a special interest in the Hispanic-American audience as it exponentially increases making this population the prime audience towards which to target and market. Austin believes that in order to effectively market to a cultural group, one must first understand the intricacies of that group.

“ *Understanding other cultures is the key to establishing conductive marketing and communication research.* ”

-Austin Koontz

During his time at the Center, Austin looks forward to networking and working alongside experts in the field of Hispanic marketing such as Dr. Korzenny and Dr. Chapa, the director and associate director of the Center respectively. Furthermore, he looks forward to taking part in the planning and coordinating of the 2015 International Hispanic Marketing and Media Conference in February. In his free time, Austin enjoys traveling and event planning. He also enjoys writing. One of his proudest moments was, at the age of eight, winning a poetry contest intended for middle school students with a poem titled *I Have a Dog Named Dixie*.

MEET THE ADVISORY BOARD: JOE ZUBIZARRETA



At Zubi Advertising, Joe Zubizarreta supervises business development, client relations, and strategic planning in order to create top-quality, imaginative marketing solutions. Zubizarreta's career first began after his graduation from the University of Florida. It was then that he began working as an entry-level Media Buyer at Beber Silverstein. There, he quickly became the youngest Account Supervisor in less than five years.

Zubizarreta initially became involved with FSU's Hispanic Marketing Center through its director, Dr. Felipe Korzenny. He had known and worked with Dr. Korzenny for many years in the industry before the Center was even founded. Zubizarreta then worked with the Center once Dr. Korzenny opened it, and he became even more involved when his daughter attended FSU.

The Center is both unique and necessary, says Zubizarreta, because it "prepares students to enter the business world with established knowledge in multicultural marketing." Furthermore, he explains that there is a need for bilingual bicultural marketers in the business world because the power that Hispanics are yielding in the world (i.e. politics, pop culture, sports, etc.) is steadily growing. This momentum has held strength and popularity over the years to the extent that non-Hispanics are embracing the culture in areas such as music, food and apparel, and the popularity of the culture is now crossing over into the mainstream.

In the next few years, Zubizarreta predicts that "we will see more ethnic diversity and relevance to all markets and relevance that will not alienate the rest of the consumers." Multicultural marketing including Hispanics is becoming more prevalent, he says, and there will likely be increased collaboration between lead and partner agencies as well as a much more diverse makeup of advertising among major brands.

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***-Joe Zubizarreta,
Hispanic Marketing Center Advisory Board Member
and Chief Operating Officer of Zubi Advertising***

For those students pursuing careers in marketing, and specifically multicultural/Hispanic marketing, Zubizarreta recommends that they should have an idea of the overall scope that marketing should be for a global brand, and they should then take their talent to segment the marketing. He specifies that such students should start in the mainstream, get exposed to everything, and then use that experience to market to a specific segment.

STUDENT SPOTLIGHT: ANDREA BARTMAN

WHY IS CULTURE UNDERESTIMATED IN MARKETING?



Andrea Bartman is a second year PhD student in the School of Communication where she is studying crisis communication. Originally from Marco Island, Florida, Andrea has a background in PR, corporate communications and government affairs. She wrote this essay for her graduate Hispanic Marketing Communication course.

As humans we tend to see things from our own perspective. It's the one we know, understand, and belong to. This is incredibly limiting because we often forget to step outside our perspective and try to see things in a different way.

Our perspective is part of our culture and we are so used to living our way that we usually fail to think about the other cultures that share our personal worlds.

We think of America as a melting pot of cultures where anyone is welcome and accepted. I think those of us who do not have ties to other cultures forget that people come to this country where everything is accepted, but they still want to hold on to the culture they came from. Whether people from other cultures are new to America or have been here for multiple generations, their culture shapes who they are and even though they are Americans, they want to maintain their heritage. According to Keys (2004) when Hispanics "migrate they also bring the beliefs and values (of their countries of origin) and many times retain them long after immigrating to the United States." From a marketing perspective, I think we sometimes forget this aspect of lives that are different than ours, which is why we underestimate culture and its importance in advertising and other marketing materials.

This is especially true in United States marketing where culture is underestimated because products and advertisements are geared to the everyday Caucasian, middle class American. This marketing and advertising scheme is problematic when there are approximately 50 million Hispanics (Korzenny & Korzenny, 2012) who think, act, and live differently than the other 270 million people who live in America (Population Clock, 2014). Understanding how to market to Hispanics is even more essential when you realize that by 2050, Hispanics are expected to "represent a quarter of the country's residents" (DePalma, 2008).

Often, marketers think they can access different cultures by simply changing their materials and advertisements into another language. Chrysanthe Georges Sawyer, president of Georges Marketing, a Las Vegas firm that specializes in Hispanic marketing, says "one of the most important things to

recognize when targeting U.S. Hispanics is that they are not merely a Spanish-speaking version of the U.S. market” (Sawyer, 2007). Though U.S. Hispanics speak a different language, they also have different goals, ideals, values, lifestyles, needs, wants, and perspectives (Sawyer, 2007). Marketers who fail to recognize these differences do not understand the different culture and backgrounds of the Hispanic population and are ultimately missing a huge potential group of consumers. Marketers are constantly underestimating culture in their campaigns because they do not know to look for these differences, or they think simply using the same advertisements in Spanish is enough to accomplish their goals.

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It’s immensely important to research, target, understand, market, and advertise to the many other cultures that live in the US. The Hispanic culture is particularly important since they are the largest and have huge buying power. Understanding how to advertise to the Hispanic population is vital to be successful in today’s global market.

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By underestimating the Hispanic culture, or any culture that is different than the Caucasian, middle-class American that is the most frequent target of U.S. advertising, the marketing materials are not connecting with the intended audience. Sawyer encourages marketers and businesses to delve into the different cultures they are trying to reach by identifying cultural similarities and differences, and then creating marketing and advertising materials that are unique to that particular culture (2007). One size really does not fit all.

Marketers and advertisers who do not do enough research about, and ultimately underestimate, their target audience are more likely to have campaigns that fail because they have not connected with or, even worse, offended their po-

tential consumer. Without understanding the nuances of the target audience and the backgrounds they come from, the marketer cannot begin to accurately predict the way their consumer will think and behave. What the agency and campaign team think is funny, could easily be seen as tawdry or insulting to the people they are trying to reach. While this could happen to anyone, there is a higher chance of the ad failing because of cultural differences. The culture and background of the audience influences the way they think, feel, and behave. It is very difficult to change the attitudes, beliefs, and opinions of your consumer once they feel alienated. Advertisers and marketers who understand the importance of culture and stop underestimating it will find that they are better able to connect with their desired audience. Going a little further and taking the extra time to truly understand the Hispanic communities in America will make a huge difference in marketing and advertising campaigns.

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LOOKING AHEAD:



HMC Advisory Board Meeting

October 10th in Miami

The Hispanic Marketing Communication Center's Advisory Board Meeting will be held in Miami, Florida this year. The board meeting is a great opportunity for the Center to share research endeavors and core plans for the year. In addition, it offers a time to talk with other professionals and academics in the Hispanic Marketing field.

For more information on the advisory board, visit:
www.hmc.comm.fsu.edu/about-us/advisory-board



Campus Visit by Alba Castillo Adamo

Oct. 22nd at FSU

Alba Castillo Adamo, a new HMC advisory board member and group Director of Hispanic Marketing for The Coca-Cola Company's North America Group, will come to FSU to give a talk and meet with students and faculty from the College of Communication and Information.



Hispanic Festival 2014

November 8, 2014 at Tallahassee's St. Louis Church from 10:00 am - 4:00 pm

The Hispanic Festival 2014 is hosted by the North Florida Hispanic Association and will be held at St. Louis Church on Fred George and Old Bainbridge Road. The Hispanic Festival offers live entertainment, Hispanic food, as well as arts and crafts for those that attend.

For more information visit the festival's website at:
www.tnfha.org/hispanic-festival



Hispanic/Latino Media and Marketing 2015 International Conference

February 19th-22nd, 2015 at FSU

The Hispanic/Latino Media and Marketing 2015 International conference offers the opportunity for graduate students, scholars, media professionals, and media analysts to present research and assessments of recent developments in Latino media, markets, consumers, and audiences. The special conference theme for this year is Hispanic/Latino media and markets in the U.S., Latin America, and Spain.

For more information, visit the conference's website at:
www.conference.latinomediemarkets.com



Puntos de Vista Film Festival

Spring 2015 at FSU

The International Documentary Film Festival "Puntos de Vista" is a time for Hispanic students from around the world to present original films that showcase and promote Spanish language and Hispanic culture. This year will mark the 6th year of the "Puntos de Vista" Film Festival.

For more information, visit the festival's website at:
www.puntosdevistafestival.com

ALUMNUS SPOTLIGHT: JOE BUSTAMANTE

GRADUATE CERTIFICATE FROM HISPANIC MARKETING CENTER PUTS FORMER STUDENT ON PATH TO PROFESSIONAL SUCCESS



Jose Bustamante, a Florida State University alumnus and a recent graduate of the MBA program at Florida International University, is thriving today in part, he says, due to his involvement with FSU's Hispanic Marketing Center.

Born in Miami to a family of Peruvian descent, twenty-four year-old Jose first came into contact with the Hispanic Marketing Center while taking Dr. Felipe Korzenny's undergraduate Hispanic Marketing class at FSU.

After completing his Bachelor's degree in International Affairs and a minor in Communication, Jose decided to pursue the Center's Graduate Certificate in Multicultural Marketing Communication because he felt that it was like no other program; he was fascinated by the classes and drawn to the practical application of course content to his future professional endeavors. Jose says, "It was the first time I had seen a program with

such a specific focus, and living in a multicultural place like Miami, I knew this program would greatly benefit my professional life."

Jose currently works in the Corporate Banking department of a Peruvian bank, which has a branch office in Miami. The graduate certificate, he says, has definitely helped him in his current profession. Since he is based in Miami, one of the most culturally diverse cities in the U.S., the certificate has enabled him to understand how different cultural groups behave and to underscore certain elements when communicating with dissimilar business clientele.

“ *... living in a multicultural place like Miami, I knew this program would greatly benefit my professional life.* ”

-Joe Bustamante

In the future, Jose aspires to grow within a company that has strong business relationships with Latin America. Soon afterwards, he aims to build his own business in the U.S. focusing on the needs and wants of the Hispanic market. Jose is confident that the Center's Graduate Certificate in Multicultural Marketing Communication will be of considerable use while pursuing these long-term goals since he plans to put emphasis on the Hispanic market and the communication efforts that will effectively reach them.



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