



# Reaching the U.S. Hispanic Market

Presented By:

Claudia Santa Cruz

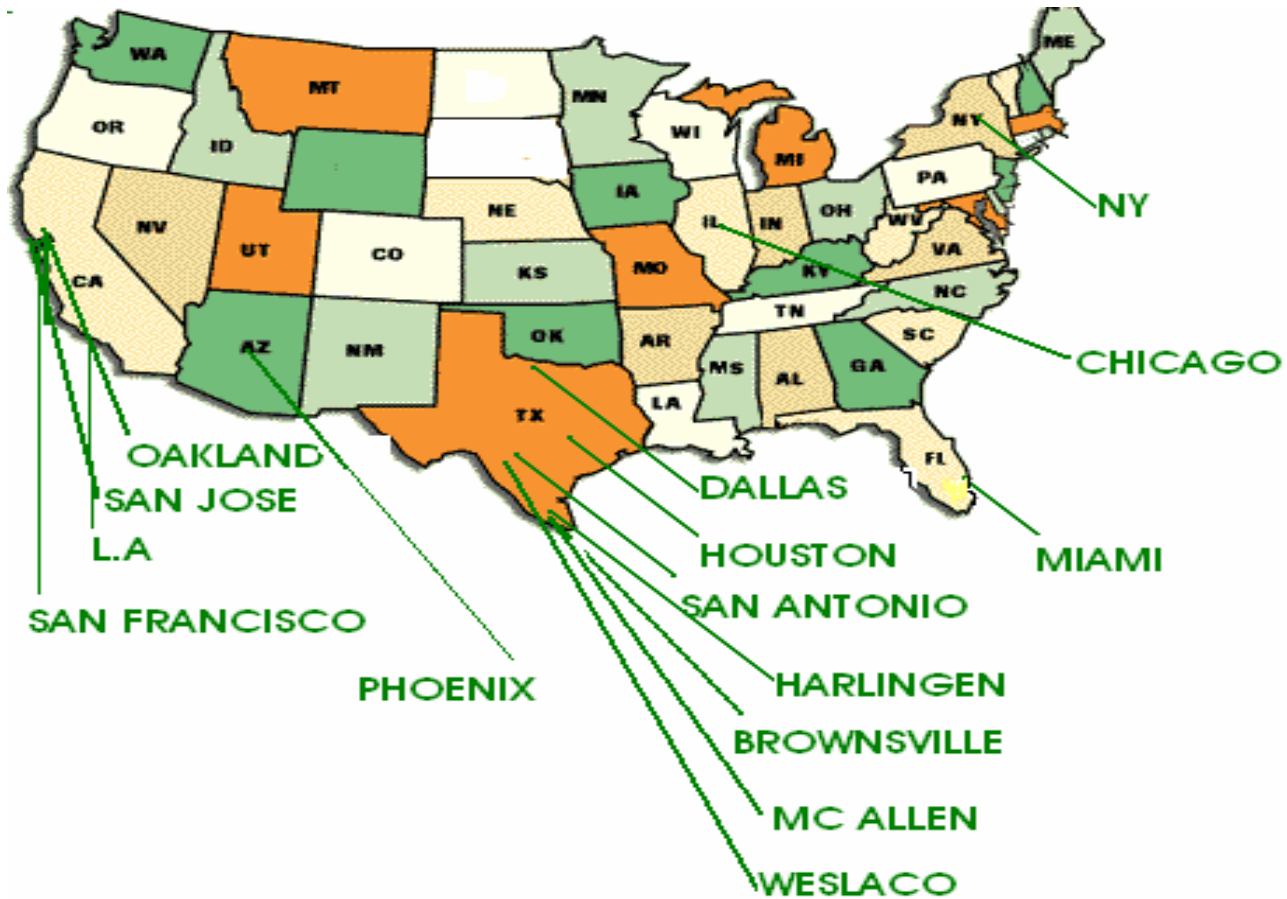
President of Santa Cruz Communications



# The U.S. Hispanic Market

- Size
- Spending power
- Diversity

# Top Markets





# Effective PR Strategies

- Corporate Responsibility
- Strategic Alliances
- Promotional Initiatives
- Grassroots Marketing
- Guerilla or Buzz Marketing
- Media Relations



# Corporate Responsibility and Strategic Alliances

- Overview
- Recommendations
- Examples

# Top National Organizations



# Local Organizations

MIAMI



# Local Organizations

LOS ANGELES





# Local Organizations

## NEW YORK





# Promotional Initiatives Grassroots Marketing or Buzz Marketing

- Overview
- Recommendations
- Examples



# Media Relations

- Language
- Spokespersons
- Media Training
- Building Relationships

# Hispanic Media

## Television





# Radio



● ● ● | Print

**La Opinión**

DIARIO **la**  **estrella**

**Hoy**

Los Angeles – New York - Chicago

**La Raza**

**el Nuevo Herald**

# Small Publications

**LIBRE**

**EL COLOMBIANO®**

**el Latino**  
**.com**

**el nuevo**  
**Hudson**

**La Voz Libre**



# Online Publications





# Wires



# News Distribution & Tracking

## Service





**Claudia Santa Cruz**  
**Csc@santacruzpr.com**  
**305-220-8887**