

No.2/September 2011

**MEDIA
PLANET**

HISPANIC HERITAGE



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25TH ANNIVERSARY

Celebrity George Lopez takes inspiration from his own childhood in order to foster the next generation of Latino Americans

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CHALLENGES

The 2010 census revealed that our population is over
50 million and growing.

Looking forward

How does HACR view the progress of the inclusion of Hispanics in Corporate America today, during the 25th Anniversary of Hispanic Heritage month?

There is no doubt Hispanics have made great advancements over the past 25 years since the first Hispanic Heritage Month celebration was held. Today Hispanics have attained great success and hold positions of power never achieved before, from the United States Supreme Court, to the halls of Congress, to the boardrooms and executive offices of Fortune 500 companies. While we have achieved great success, there is more to strive for and achieve.

The 2010 census revealed that our population is over 50 million and growing. We are the largest minority group in the country. However, we are under represented in the public, private and nonprofit sectors and that needs to change.

What corporate/community areas need a particular focus and why?

HACR's mission is to advance the inclusion of Hispanics in Corpo-

rate America at a level commensurate with their economic contributions. To that end, we focus on four areas of market reciprocity and corporate social responsibility: employment, procurement, philanthropy and governance.

What is one thing the non-Hispanic community should know about the significance of the 25th Anniversary of Hispanic Heritage month?

That it celebrates five hundred-plus years since the Spanish conquistadors settled in New Mexico, Ponce de Leon discovered Florida and we crossed the border into Mexico. It is a celebration of a proud heritage and significant contributions. This is a moment in time when everyone can celebrate our community's passion for this country.

They should know that Hispanics are thankful to individuals, organizations and corporations that have been instrumental in our success. It's a win-win situation for companies to evaluate their current diversity strategies and to develop and implement tactics targeting the



Carlos F. Orta
CEO & President
of Hispanic
Association on
Corporation
Responsibility
(HACR)

needs of the Hispanic consumer. For HACR and the Hispanic community, a company's reputation and goodwill is based on its ability to promote reciprocity in all areas of the company's business model.

In your opinion, what is the greatest stride this community has made, and what further progress do you hope to see within the next 5-10-20 years?

Hispanics have always played major roles in building this country, from the arts and culture, to fighting in almost every war, to creating jobs as the fastest group of small business owners. Through our desire to succeed and contribute, Hispanics have become the largest minority population attending college, hitting an all-time high of 12.2 million. From 2009 to 2010, the number of

Hispanic young adults enrolled in college grew by 349,000. Education is key to our continued success and to that of our country, so that in the next five, ten or fifteen years we erase the under-representation that exists today.

Could you reflect on the immense impact and influence the Hispanic culture has had on the American culture as a whole?

The Hispanic culture has influenced the American culture from arts, film, and music, to business and politics. We have influenced every sector of our economy and of this country. Since the Spanish conquistadors settled in New Mexico, Ponce de Leon discovered Florida and we crossed the border into Mexico, our influence has been huge.

Today, Hispanic culture has become part of mainstream America and its cool and hip to be Hispanic. And while we have come a long way, clearly we have much more to contribute, and we will.

CARLOS ORTA

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WE RECOMMEND



Bring culture into the kitchen
Redefine dinner time

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Each year...

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NEWS



QUESTION & ANSWER

How do you see the state of Latinos in education?

Latino college enrollment is growing faster than the growth in Latino population. The aspirations you are seeing among Latinos are the same aspirations that have always been the key to American greatness. It's a pivotal time: if Latinos don't succeed, America doesn't succeed. Vincent Cordero, is the Executive Vice President and General Manager of Fox Deportes at Fox Hispanic Media Networks.

THE MAKING OF A COLLEGE STUDENT

■ **Question:** How can we ensure that the next generation of Latino students are set up for a successful future?

■ **Answer:** Make education a priority, and a college degree an accessible, realistic, goal.

Attending college amid the endless winter of Syracuse, New York, is its own kind of culture shock. But for Ashley Taveras, the harsh climate is also a constant reminder of the world she's left behind.

Six years ago, Ashley Taveras was a freshman at Norman Thomas High School in Manhattan, one of 2,000 students in a school that's short on attendance,

long on dropouts and embodies many if not all of the challenges facing efforts to raise Latino graduation rates (it's now slated to close). "I didn't really look upon it as a school," says Ashley, who traveled there from her home in Harlem. "Not a lot of kids were too motivated."

But Ashley was determined to go to college. And in her freshman year she caught a break: out of five applicants, Ashley was selected for the scholars program run by Sponsors for Educational Opportunity (SEO), one of the city's oldest academic enrichment programs.

SEO requires attendance at Saturday classes and hours of extra homework—no small feat for any teenager,



ASHLEY TAVERAS
Selected by Sponsors for Educational Opportunity (SEO).
PHOTO: RON HESTER

but a real uphill challenge for Ashley, who was also holding down two part time jobs. She credits her mother with keeping her on course when it all seemed overwhelming. SEO saw Ashley through college, where she

has secured a coveted spot at the S.I. Newhouse School of Public Communications. Now a junior, she's won additional scholarships, internships and is aiming for a career in public relations.

"Extended education is really the single most significant intervention we can offer children from low income families," says Cynthia Rivera Weissblum, President and CEO of the Edwin Gould Foundation, a New York-based foundation that has funded SEO. "The programs we support send many young Hispanic people to college as well-prepared as a student who comes from a well-resourced family."

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INSIGHT

Scouting the next generation of leaders

What impact did being a member of the Girl Scouts have on your growing up to become a leader?

Girl Scouting changed my life. It was the first time I was able to go away to camp without my family. That experience by itself really opened my eyes and showed me that there was an entire world outside of Eloy, Arizona, that I was eager to explore. Because of the confidence I gained through my Girl Scout activities, I wasn't afraid to attend Yale University and ultimately achieve my childhood dream of becoming a lawyer.



Anna Maria Chavez
CEO The Girl Scouts of USA
PHOTO: GSUSA

"Today's youth will need to know how to work together to solve global issues and understand the importance of helping other people even if they live on another continent because we are all connected."

What was your experience as a Girl Scout during a time when not many Hispanic girls were involved in the organization?

I grew up in a very welcoming community. Growing up, the girls in my troop were focused on our friendships and the opportunities Girl Scouting provided. We discovered new adventures together, and appreciated each other's differences.

How do you plan to use your position to serve as a role model?

I always aim to be an ethical

leader, and lead the team to focus on what's best for our girls and their growth and development.

You've now rejoined the Girl Scout community at a time when there is a growth of Hispanics among its membership. Why do you think this change has come about?

Diversity and inclusion has always been a core value of Girl Scouts. As a movement, we have worked to increase outreach to the Hispanic communities by making programs accessible and culturally relevant and recruit-

ing bilingual staff. As more families come to understand that Girl Scouting is more than cookies and camping, but the premier leadership organization for girls, they realize that they want what our organization offers for their daughters.

How formative are youth organizations such as GSUSA to the growth of today's youth – especially Hispanic youth?

All families want the same positive experience for their children, and youth organizations like Girl Scouts provide oppor-

tunities for girls and families to explore and learn together. As the world changes and gets smaller because of advances in technology, today's youth will need to know how to work together to solve global issues and understand the importance of helping other people even if they live on another continent because we are all connected. The more children who can learn these critical skills through youth organizations like Girl Scouts, the better. Because of the large number of Hispanic youth in our country, they will be at the forefront of those life-changing opportunities.

What message would you like to give to today's Hispanic youth?

I want all youth – and girls in particular – to understand that anything is possible as long as you study hard, give back to the community, and stay positive when obstacles get in the way. I also want today's girls to always remember that they are role models for other students so they should always exemplify the positive qualities that they would like to see in others.

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DID YOU KNOW?

College Enrollment

■ From 1976 to 2009, Latino representation in institutions of higher education increased about 560 percent. This representation grew from 3.5 percent to 12.5 percent of all students enrolled.

■ The college enrollment of Latinos is projected to increase rapidly. Between 2007 and 2018, enrollment of Hispanic students is predicted to increase by 38 percent.

■ Hispanics increased their college-going rate from 42 percent in 1999 to 59 percent in 2009.

College Completion

■ Latino degree attainment has increased significantly. From 1976 to 2009, bachelor's degrees awarded to Latinos increased by about 590 percent.

In 1976, 18,743 bachelor's degrees were awarded to Hispanic students. In 2009, the number leapt to 129,526.

■ In 2008-09, Hispanics earned 16 percent of certificates, 12 percent of associate degrees and 8 percent of bachelor's degrees from degree-granting institutions.

■ In 2010, about 19 percent of Latino adults had earned an associate's degree or higher.

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INSPIRATION



TEAM WORK
George Lopez champions the cause in his own community.
PHOTO: THE LOPEZ FOUNDATION

The soft side of George Lopez

ARTICLE GENRE

■ **Question:** How does one Latino comedian give back more than just laughs to the community?

■ **Answer:** He calls on his own life experiences as inspiration, and fights to improve the depiction of Latinos.

Driving south from his hometown of San Fernando, comedian George Lopez replays the scene he just witnessed: 30 members of the San Fernando High School Tigers baseball team accepting their rings as champions of the Los Angeles City League.

Lopez, who grew up in San Fer-

nando, loves any excuse to return there. But this was no tour down memory lane. Learning that the players couldn't afford the \$400 apiece needed for their championship rings, Lopez ponied up the \$12,000. Attending the ring ceremony was all the 'thank you' he needed.

"I look at these kids and I say, 'Wow. They have accomplished so much. They have achieved this huge thing. They are so far ahead of where I was when I was their age. And no one cares.'"

Seeing the soft side of George Lopez might surprise anyone familiar with his stand-up comedy or his many appearances on film, TV and late night talk shows (as both guest and host). That George Lopez has an

unsparing take on race and ethnicity including his own poor upbringing in San Fernando.

In private Lopez is wistful, almost despairing, over the unfairness that he sees in the depiction of Latinos. "We are labeled as takers, as people who don't contribute. I drive through these neighborhoods. I look with my eyes. I see what we do. It's not what we are labeled [as]."

Lopez fights back by trying to make a difference and takes delight in demonstrating how even a small gesture can generate big results. He focuses his efforts through the Lopez Foundation, its range of interests reflecting Lopez's own varied concerns: the educational needs of young Latinos, military families and kidney disease (Lopez has a



GEORGE LOPEZ
As a voice in the community, George Lopez amplifies the message of Hispanic people.
TO: PHOTO COURTESY OF SEBREEPHOTO.COM

genetic disorder and in 2005 had a kidney transplant).

"George knows what it's like to be hungry," said Linda Small, executive director of the Foundation. "He looks for ways he can make a difference and help people go to the next level."

Lopez has received numerous awards for his philanthropy including the Artist of the Year and Humanitarian Award from Harvard University. This September he was awarded the prestigious 2011 ADCOLOR All-Star Award, in recognition of his work as a philanthropist and pioneer in the entertainment industry.

Lopez sees his giving as a catalyst: unleashing the hidden potential that's inside everyone. "Kids are always coming up to me and asking 'How can I get where you are?' I know how they can get there. With some respect, some encouragement these kids can get anywhere."

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NEWS

What's cooking? Spicing up the traditional meal

Cuisine plays an important role in Hispanic culture. Much like the culture itself, the food is quite colorful and diverse; varying from country to country, region to region, and family to family. The one thing that does unite all of these varying tastes and flavors is its ability to unite by bringing people of all races, ethnicities, and socio-economic backgrounds together.

The Hispanic population is the fastest growing segment in the U.S. and earlier this year, it reached a milestone, surpassing the 50 million mark. The growing influence of Hispanic culture in the U.S. has become more and more apparent in almost every aspect of American life, but nowhere is this influence more evident than in the food category, where along with this exploding population has come an explosion of exciting and piquant flavors.

The real deal

A gastronomic revolution has taken America by storm, as Mexican taquerias, Cuban canteens, and Brazilian steakhouses have cropped up in cities and towns

across the nation. Hispanic brands have also migrated from specialty shops to mainstream supermarkets. Now, Americans with a curious palate do not have to look any further than their local eateries and the main aisles of their grocery stores for authentic Hispanic foods.

Redefine Dinnertime

Even though Hispanic food has found its place on Main Street and is widely enjoyed by Americans, some are still reluctant to take their love of this cuisine to the kitchen. Although the flavors and textures are quite complex, Hispanic cuisine is fairly easy to replicate at home and is an easy, nutritious way to revamp the traditional meal of “meat and potatoes.”

Spice and Everything Nice

Most dishes are prepared from very simple, fresh ingredients to achieve their distinctively bold flavors—cumin, oregano, cilantro, chiles, garlic, and lime are all ingredients that can tantalize the taste buds and add a little gusto to almost any meal. Meat and poultry can be infused with all sorts of delicious sauces and seasonings; and a smaller portion of meat, supplemented by beans offers



HOT AND SPICY
Traditional meals with
a hispanic twist.
PHOTO: ISTOCKPHOTO.COM

a healthier alternative without sacrificing the amount of protein. While beans are considered bland by some, they are amazing flavor carriers and can be incorporated in a number of zesty side-dishes. Yucca is to Hispanic cuisine, what the potato is to North American cooking—it can be fried, boiled, baked, or grilled to perfection and served alongside a traditional Hispanic meal.

A Perfect Pairing

A refreshing beer is thought to be the perfect complement to the extroverted spiciness of Hispanic food; however, this sophisticated cuisine has a range of bold and nuanced flavors, which can be calmed or enhanced by wine. Wines that are fruity or high in acid can balance out the flavors of any of these culinary creations. Next time you're indulging in Hispanic cuisine, be sure to uncork the flavor with a bottle of wine.

Dinner Is Served

You can reinvent mealtime by adding a little culture to the mix. The savory aromas will entice the entire family to come to the dinner table and the interesting, robust flavors will have them begging for seconds.

MAVEN BROWNING

editorial@mediaplanet.com

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by Pork!

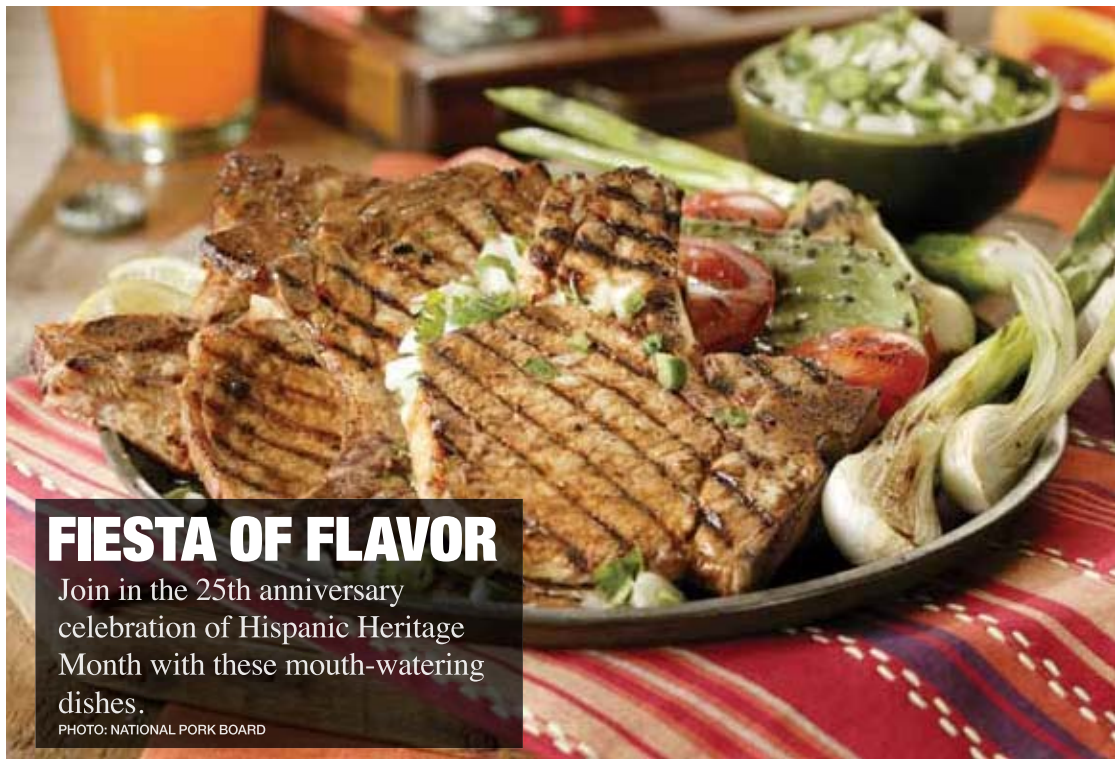
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NEWS



FIESTA OF FLAVOR
Join in the 25th anniversary celebration of Hispanic Heritage Month with these mouth-watering dishes.
PHOTO: NATIONAL PORK BOARD

EMBRACING HISPANIC CULTURE

■ **Comer; Eat!** Celebrate the flavors. Moles, Tortillas, Tamales, Ceviche, Empanadas, Tortas, Tacos, Burritos, and Lechon Asado, and more. Bring the culture into your kitchen.
■ **Futbol; Football!** Football has made it across the world bringing people together, and has now found its way into America's heart. Make way for America's new sport.
■ **Cantar & Danza; Sing & Dance!** Mariachi, Samba, Salsa, Merengue, Tango,

Latin Jazz, Tejano, and Ranchero. Dance with passion and feel the music.
■ **Familia; Family!** It's time to adopt the Hispanic family values. It is tradition that your family is the most important social unit there is. Enjoy and embrace familia.
■ **Aprender Espanol; Learn Spanish!** The Spanish language is the second most used language in America. Learn to speak Spanish today!

RECIPE

Classic Guacamole

Serves: 8
Prep Time: 10 minutes
Total Time: 10 minutes

INGREDIENTS

- 4 ripe, fresh Hass avocados
- 1 tbsp. fresh lemon juice
- 1/2 small sweet white onion, minced
- 1 ripe Roma tomato, seeded, diced
- 2 serrano peppers, seeded if desired, diced
- Cilantro, chopped, optional
- Salt and pepper, to taste

INSTRUCTIONS

1. Peel, seed and gently mash all but one of the avocados with lemon juice in a bowl, leaving some chunks.
2. Gently stir in remaining ingredients.
3. Peel, seed and dice remaining avocado. Fold into the guacamole and serve immediately.



SERVING SUGGESTIONS

Serve with tortilla chips or add to your favorite meals - it's great with breakfast, lunch and dinner.

Beverage Pairings:

Delicious with an ice cold beer or ice water with lemon.

HASS AVOCADO BOARD

RECIPE

Pork Tostadas

Serves 8
Prep Time: 15 minutes
Cook Time: 5 minutes

INGREDIENTS

- 4 cups cooked pork loin, shredded
- 1 tbsp Mexican seasoning, (blend of cumin, cayenne and garlic powder)
- 1 tbsp vegetable oil
- 8 Tostadas
- 2 cups refried black or red beans
- 1/2 cup red onions, thinly sliced
- 1/2 cup radishes, thinly sliced
- 4 cups lettuce, shredded
- 2 tbsp queso fresco cheese, crumbled
- 2 tbsps cilantro, finely chopped
- 4 limes, cut into wedges
- hot sauce, if desired

INSTRUCTIONS

1. Stir with cooked pork and seasoning
2. Heat oil in large skillet over medium-high heat.
3. Add pork to skillet and sauté for about 2



minutes to brown.

4. Lay tostadas onto plates and spread each with 1/4 cup of beans. Top each with 1/2 cup of shredded pork.

5. Toss together vegetables and mound a generous 1/2 cup on each tostada. Sprinkle all with cheese and cilantro.

*Cook 2-inch pork loin chunks in boiling water for 1 1/2 hours or until tender and easy to shred when cooled.

NATIONAL PORK BOARD

NEWS

THE XVI PAN AMERICAN GAMES— COMING TO A SCREEN NEAR YOU

As Hispanic Heritage Month unfolds, Mexico will get a chance to engage in the tradition of the Pan American Games as the official torch, making its way more than 9,000 miles through the villages and cities of Mexico, from the ancient pyramids at Teotihuacan to the opening of this vast and historic sporting event on October 14th in Guadalajara.

Second in size and scope only to the Olympics, the Pan American Games take place every four years in the year prior to the Summer Olympics. The 2011 games mark

the third time that Mexico has hosted the event.

"This is the first year the games are taking place in October which gives us a great theme with Hispanic Heritage Month," said Lino Garcia, general manager of ESPN Deportes. "Four years ago we had more limited coverage and saw a pop in viewership in New York and L.A. This time around we expect even more viewers."

The idea for the Pan American games evolved after the 1932 Los Angeles Olympic Games. World War II delayed the start until 1951 when 2,513 participants representing 14 nations gathered in Buenos Aires. This year's event in

Guadalajara will see more than 6,000 competitors representing 42 countries from North, Central and South America and the Caribbean. "It's really an Olympics for the Americas," said Garcia. "People from all over the region have a reason to tune in."

Expanded TV coverage is part of this year's games with ESPN Deportes carrying some 100 hours of live programming in Spanish and English delivered by anchors and reporters on the ground in Guadalajara.

JOSEPH KELLY

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