**The Futuro Media GroupAmerica By the Numbers with Maria Hinojosa**

**ABYN108 - THE NEW MAD MEN – 10.20.14 PBSd SCRIPT**

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| **Numbering** | **VISUALS** | **NARRATION/AUDIO** |
| 01:00:00:00  01:00:04:18  01:00:08:12  01:00:10:14  01:00:13:06  01:00:17:10  01:00:19:22  01:00:25:09 | **TEASE** | **MARIA HINOJOSA VO:**  **UP NEXT: AUSTIN, TEXAS… THE AMERICAN CONSUMER MARKET IS CHANGING.**  LIZETTE WILLIAMS: Latinos today are growing at a rate of four times the national average.  CHRISTIAN FILLI: Diversity is just good business.  **MARIA HINOJOSA VO: BUT HAS THE ADVERTISING INDUSTRY CHANGED WITH IT?**  SERGIO ALCOCER: The traditional agency from the Mad Men TV series is long gone.  LIZETTE WILLIAMS: We’re not going to go all mariachi band, OK.  ISSA GALVAN: I’m still seeing these white models in advertisements and it’s not who I am.  SERGIO ALCOCER: My objective is to make multicultural be the new mainstream. |
| 01:00:30:14  01:00:40:10  01:00:42:14  01:00:47:19  01:00:51:22  01:00:55:08  01:01:01:19  01:01:01:09 | **SERIES STANDUP** | **MARIA HINOJOSA STAND-UP:**  **THIS IS THE NEW AMERICA. BLACK, BROWN, ASIAN, LGBT, IMMIGRANTS. THE COUNTRY IS GOING THROUGH A MAJOR DEMOGRAPHIC SHIFT AND THE NUMBERS SHOW IT.**  LIZETTE WILLIAMS: The face of the U.S. has changed.  CHRISTINA IBAÑEZ: We’re American. We care about the same things. But yet we also want to preserve our culture.  GRAHAM THOMAS: I just see it destroying what we had planned to happen here.  **MARIA HINOJOSA STAND-UP:**  **BY 2043 WE WILL BE A MAJORITY NON-WHITE NATION.**  NORM GISSEL: We are making as we speak a new America. And it's a marvelous moment in American history.  OMAR SHEKEY: Everybody’s voice is important to this debate.  **MARIA HINOJOSA STAND-UP:**  **AMERICA BY THE NUMBERS. I’M MARIA HINOJOSA.** |
| 01:01:10:05  01:01:14:06  01:01:15:07  01:01:17:23  01:01:20:08  01:01:25:09 | **UNDERWRITING CREDITS**  FORD FOUNDATION LOGO  W.K. KELLOGG FOUNDATION LOGO  DRUCKENMILLER FOUNDATION  THE CORPORATION FOR PUBLIC BROADCASTING LOGO  A PRIVATE CORPORATION FUNDED BY THE AMERICAN PEOPLE CPB.ORG  VIEWERS LIKE YOU  THANK YOU | **UNDERWRITING CREDITS V/O:**  **THIS PROGRAM WAS MADE POSSIBLE, IN PART, BY:**  **FORD FOUNDATION, W.K. KELLOGG FOUNDATION, DRUCKENMILLER FOUNDATION, THE CORPORATION FOR PUBLIC BROADCASTING, AND BY CONTRIBUTIONS TO YOUR PBS STATION FROM VIEWERS LIKE YOU. THANK YOU.** |
| 01:01:30:00 | **MARIA STANDUP** | **MARIA HINOJOSA STAND-UP:**  **BEHIND EVERY NUMBER, THERE’S A STORY. AND TODAYS NUMBERS TELL A DRAMATIC ONE.** |
| 01:01:36:16  01:01:44:14 | **META DATA GFX PART 1**  BAR CHART  PURCHASING POWER 2013  LATINOS - $1.2T  AFRICAN AMERICANS - $1T  ASIAN AMERICANS - $713B  NATIVE AMERICANS $96B  TOTAL - $3T  **META DATA GFX PART 2**  LINE GRAPH  LATINO PURCHASING POWER  2013: $1.2 TRILLION | **MARIA HINOJOSA VO:**  **THE COMBINED PURCHASING POWER OF NON-WHITE AMERICANS TOTALS $3 TRILLION – ALMOST A FIFTH OF THE US ECONOMY.**  **MARIA HINOJOSA VO:**  **LATINO PURCHASING POWER MAKES UP NEARLY HALF OF THAT, AND IS GROWING FAST.** |
| 01:01:52:21  01:01:53:19  01:01:53:19  01:02:00:12  01:02:02:03  01:02:03:20 | AUSTINSKYLINETIME LAPSE  **SHOW TITLE: THE NEW MAD MEN**  AUSTIN SCENICS B-ROLL  **LOWERTHIRD:**  **ANCHOR**  **Maria Hinojosa**  **LOWERTHIRD:**  **PRODUCED & DIRECTED BY Pamela A. Aguilar**  **LOWERTHIRD:**  **EDITED BY**  **Sabrina Schmidt Gordon**  **LOWERTHIRD:**  **DIRECTOR OF PHOTOGRAPHY**  **Paul de Lumen** | **MARIA HINOJOSA VO:**  **THE DEMOGRAPHIC CHANGES HAPPENING NATIONWIDE, ARE ON FULL DISPLAY HERE, DEEP IN THE HEART OF TEXAS.**  **MARIA HINOJOSA VO:**  **WITH AN ALREADY MULTICULTURAL MAJORITY, ITS CAPITAL CITY, LIKE MUCH OF THE NATION, IS A FUSION OF DIVERSE CULTURES.**  **THE DEMOGRAPHIC DOMINANCE OF LATINOS AND OTHER ETHNIC GROUPS IS HAVING A PROFOUND EFFECT ON CONSUMER CULTURE AS WE KNOW IT.**  **AND IN ORDER TO STAY COMPETITIVE, BRANDS NEED TO REACH DIVERSE CONSUMERS NOW.** |
| 01:02:28:20 | **MARIA AUSTIN STAND UP** | **MARIA HINOJOSA – STAND UP:**  **WE’VE COME TO AUSTIN TEXAS TO SEE HOW THIS ALL PLAYS OUT IN THE HIGH STAKES WORLD OF ADVERTISING.** |
| 01:02:00:12 | B-ROLL LATINWORKS INTERIOR SCENES  MONTAGE AND OFFICE TIME LAPSE | **MARIA HINOJOSA VO:**  **THIS IS LATINWORKS, A LEADING ADVERTISING AGENCY WITH A SPECIALTY IN MULTICULTURAL MARKETING.** |
| 01:02:40:20  01:02:42:10 | SERGIO ALCOCER PORTRAIT  **LOWER THIRD:**  **SERGIO ALCOCER**  **LATINWORKS** | **MARIA HINOJOSA VO:**  **SERGIO ALCOCER IS PRESIDENT AND CHIEF CREATIVE OFFICER.** |
| 01:02:45:17  01:02:47:23 | SERGIO AND MARIA WALK INTO HIS OFFICE | MARIA HINOJOSA: Wow, so this is a great office  SERGIO ALCOCER: This is my office, yes. |
| 01:02:49:06  01:02:50:02 | VERY LARGE PHOTO ON WALL OF INDIGENOUS LATINOS | MARIA HINOJOSA: What is this?  SERGIO ALCOCER: These are photos that we, that I did to create the Hispanic American version of American Gothic. What I'm communicating here is that the future is changing. And I hope nobody gets offended, but I have no problem with creating that tension. |
| 01:03:06:21  01:03:11:15  01:03:12:10 | MARIA AND SERGIO WALK AND TALK THROUGHOUT THE LATINWORKS OFFICE. | SERGIO ALCOCER: We started in 1998 as a Hispanic agency.  MARIA HINOJOSA: As a Hispanic agency?  SERGIO ALCOCER: As a Hispanic agency, yes. And, uh, it was a very interesting time in the US to be a Hispanic agency. Advertising was very ugly, actually. There was a lot of stereotypes and a lot of patronizing and American brands basically treating Hispanics almost as the lowest common denominator and you know, trying to connect with them in a very simplistic way. But we wanted to be a little more up to speed of what really was happening, and looking at the trend, looking at the future. |
| 01:03:42:17 | **INFO-GFX1:**  TOTAL MARKET  VENN DIAGRAM  B-ROLL OF LATINWORKS OFFICE | **MARIA HINOJOSA VO:**  **TRADITIONALLY, THERE HAS BEEN TWO TARGET GROUPS: THE GENERAL MARKET, AND A SMALLER MULTICULTURAL MARKET, DIVIDED BY ETHNICITY.**  **TODAY, A NEW “TOTAL MARKET” HAS EMERGED WHICH AIMS TO REACH EVERYONE. BUT AT ITS CORE, LATINO WOMEN AND MILLENNIALS ARE THE PRIMARY TARGETS BECAUSE THEIR PURCHASING POWER IS ON THE RISE.** |
| 01:04:03:12 | B-ROLL LATINWORKS WAR ROOM –  CREATIVE TEAM PRESENTING TO KIMBERLY CLARK | **MARIA HINOJOSA VO:**  **IN THE LATINWORKS WAR ROOM, HIGH STAKES PITCHES ARE MADE TO TOP TIER CLIENTS WITH MULTI-MILLION DOLLAR BUDGETS.**  **TODAY, THEY’RE PRESENTING TO LIZETTE WILLIAMS, WHO LEADS MULTICULTURAL MARKETING STRATEGY AT KIMBERLY-CLARK.**  **UNDER HER DIRECTION, THIS CONSUMER PRODUCTS GIANT IS LAUNCHING ITS FIRST NATIONAL CAMPAIGN TO BE CENTERED AROUND LATINO CULTURAL REFERENCES.** |
| 01:04:27:13  01:04:27:21 | LIZETTE WILLIAMS TALKING TO CREATIVE TEAM  **LOWER THIRD:**  **LIZETTE WILLIAMS**  **KIMBERLY-CLARK** | LIZETTE WILLIAMS: We’re not gonna go all mariachi band okay? Let's really think strategically about who she is, what drives her heart, you know, how do we reach her in a really special way so that we understand, and she understands that we get her. |
| 01:04:40:22  01:04:40:22 | **INFO-GFX2:**  LATINA SHOPPERS: 86%  ALL WOMEN SHOPPERS: 75%  PIE CHART SURROUNDED BY ICONS OF VARIOUS CONSUMER PRODUCTS | **MARIA HINOJOSA VO:**  **LIZETTE IS REFERING TO LATINO WOMEN, WHO CONTROL THE LION’S SHARE OF LATINO’S GROWING PURCHASING POWER.**  **IN FACT, 86% OF LATINAS REPORT THAT WOMEN ARE THE PRIMARY SHOPPERS IN THEIR HOUSEHOLD, COMPARED TO 75% OF US WOMEN AS A WHOLE.**  **SO BRANDS ARE WORKING HARD TO CONNECT.** |
| 01:05:00:08 | B-ROLL LATINWORKS WAR ROOM | **MARIA HINOJOSA VO:**  **FOR KIMBERLY CLARK, MAKERS OF WELL KNOWN HOUSHOLD PRODUCTS LIKE DIAPERS AND PAPER TOWELS, LATINWORKS CREATED “THE FUN SONG” CAMPAIGN, CELEBRATING FAMILY UNITY.** |
| 01:05:08:05  01:05:08:05 | GUIGO SÁNCHEZ IN FRONT OF COMPUTER, PRESENTING TO GROUP  **LOWER-THIRD:**  **GUIGO SÁNCHEZ**  **LATINWORKS** | GUIGO SÁNCHEZ: So when you share that ringtone with your family you can say like ok whenever anyone from my family calls, and then (sings) “*Somos, la familia Williams*.” (translated, “we are the Williams family). And then get that in your phone. |
| 01:05:19:22 | B-ROLL LATINWORKS WAR ROOM | **MARIA HINOJOSA VO:**  **IT’S DESIGNED TO REACH ALL CONSUMERS WHILE SPEAKING DIRECTLY TO LATINAS, WHO ARE INCREASINGLY DRIVING THE COMPANY’S GROWTH.** |
| 01:05:27:04  01:05:40:00  01:05:40:10  01:05:42:02 | LATINWORKS WAR ROOM; GUIGO SÁNCHEZ PRESENTING TO GROUP | GUIGO SÁNCHEZ: We’re thinking about splitting it into two phases. Basically in the first phase we would concentrate on the song, and on the second phase we would concentrate on the coupon, and the savings, right. I can walk you through it, quickly in English.  LIZETTE WILLIAMS: Yeah, let's hear it in English.  GABRIEL GARCIA: Yeah, let's do English. [OVERTALK]  GUIGO SÁNCHEZ: So we hear a phone call…[PHONE RING SOUND]. Hello. Hey, sweetie. Did you get out of work? Yeah. I'm on my way. Can you pick up some Huggies diapers? Sure, how many? Mmmm. Just bring a box.  And then [BEATBOX] Bring me a box, bring me a [BEATBOX] box, box, box, box, bring me a box, on your way to house, bring me a box. Bring me [BEATBOX] and then the guy actually comes in Spanish still, *Me voy pa mi casa con mi caja. (I’m headed home with my box)* – interjecting to the song, right?  So you get that nice texture to it and still some authentic Reggeton there [LAUGHTER] |
| 01:06:17:20 | LATINWORKS WAR ROOM, LIZETTE ADDRESSING GROUP | LIZETTE WILLIAMS: I think the team has really done a fantastic job with really leading with Hispanic insights at the core of the program. But then, really putting the activation design together to be total market to reach an appeal. |
| 01:06:30:00  01:06:39:20  01:06:52:00  01:06:58:23 | MARIA / LIZETTE INTERVIEW | MARIA HINOJOSA: Can you tell us how you use numbers around demographic change to — to drive the decisions that you make around advertising for a multicultural world?  LIZETTE WILLIAMS: What's happened over the last ten years is that we've really seen a shift in the demographics of the United States, particularly with Latinos.  Latinos today are growing at a rate of 167% and that's four times the national average.  MARIA HINOJOSA: Did you know that a decade ago, did you say, okay, this is coming – where you already there?  LIZETTE WILLIAMS: The 2010 census for us really changed everything. Ten years ago, growth was coming from immigration and it was a much smaller segment. What's happened now, 70% of growth is coming from native-born Hispanics. When you think about that, the face of the US has changed and who we market to and how we do it has shifted. |
| 01:07:17:16  01:07:17:16  01:07:20:07 | **ARCHIVE:**  HUGGIES COMMERCIALS MONTAGE FEATURING DIVERSE BABIES  **LOWER THIRD:**  **KIMBERLY-CLARK** | HUGGIES COMMERICAL: Yes, Yes, Yes. (singing)  LIZETTE WILLIAMS VO:  If you think about a brand like diapers — 40% of millennials today, who is our target, are multicultural. 50% of babies are diverse.  Then you start to look at the opportunity a little bit differently. You really ask yourself, who is the us in US? Who is that? |
| 01:07:35:14  01:07:35:22 | CHRISTIAN WITH MARIA IN DISCUSSION AT WHITE BOARD | CHRISTIAN FILLI: We’re moving from A to B.  **MARIA HINOJOSA VO:**  **CHRISTIAN FILLI IS VICE PRESIDENT OF STRATEGIC PLANNING AT LATINWORKS.** |
| 01:07:39:15 | B-ROLL CHRISTIAN WITH MARIA IN DISCUSSION AT WHITE BOARD | **MARIA HINOJOSA VO:**  **ONE OF HIS ROLES IS TO TRACK DEMOGRAPHIC CHANGE AND CULTURAL TRENDS THROUGHOUT THE COUNTRY, WHICH ULTIMATELY INFORM THE AGENCY’S CREATIVE DIRECTION.** |
| 01:07:47:20  01:07:52:02  01:07:52:19  01:07:49:01  01:07:56:15  01:08:00:20  01:08:06:06  01:08:07:02  01:08:11:00  01:08:17:05 | CHRISTIAN AND MARIS LOOKING AT GRAPH OF TOP 20 MULTICULTURAL DMAS IN THE U.S.  **LOWERTHIRD:**  **CHRISTIAN FILLI**  **LATINWORKS** | CHRISTIAN FILLI: We're looking at the top — 20 DMAs in the country.  MARIA HINOJOSA: So DMA?  CHRISTIAN FILLI: A Designated Market Area –this is what it means.  MARIA HINOJOSA: So these are like the top 20 markets that drive consumers in the United States?  CHRISTIAN FILLI: Right, so we’re looking at approximately 45% of the total population in the country.  MARIA HINOJOSA: Okay.  CHRISTIAN FILLI: New York is almost off the chart in — in terms of just sheer population size.  MARIA HINOJOSA: And so what you're — what this shows is that 50% of New York is a multicultural market?  CHRISTIAN FILLI: Right. |
| 01:08:17:16 | **INFO-GFX3:**  MULTICULTURAL GROWTH  GRAPH SHOWING MULTICULTURAL MARKET GROWTH, HIGHLIGHTING BOSTON, PHILADELPHIA, SEATTLE, TAMPA | **MARIA HINOJOSA VO:**  **RAPID MULTICULTURAL POPULATION GROWTH IN NEW YORK MAY NOT BE SURPRISING.**  **BUT IN METROPOLITAN AREAS LIKE BOSTON, PHILADELPHIA, SEATTLE AND TAMPA, WHICH IN THE PAST HAVE BEEN LESS DIVERSE, MULTICULTURAL POPULATIONS ARE NOW GROWING AT 3 TO 5 TIMES THE RATE OF THE OVERALL POPULATION.** |
| 01:08:35:13 | CHRISTIAN AND MARIA STANDING IN FRONT OF GRAPH OF TOP 20 MULTICULTURAL DMAS IN THE U.S. | CHRISTIAN FILLI: One of the key takeaways here is diversity is just good business, in the US today.  If you want to seriously do business at a national level, you need to look at where your growth is gonna come from. And your growth is gonna come from here. |
| 01:08:53:10 | CHRISTIAN AND MARIS LOOKING AT GRAPH OF TOP 20 MULTICULTURAL DMAS IN THE U.S. | **MARIA HINOJOSA VO:**  **THE AD WORLD IS INCREASINGLY TARGETING MULTICULTURAL MARKETS. BUT IT HASN’T ALWAYS BEEN THIS WAY…** |
| 01:08:59:09  01:08:59:09  01:09:02:07 | MADMEN TV SHOW CLIP  **LOWER THIRD:**  **AMC** | **MARIA HINOJOSA VO:**  **YOU’RE PROBABLY FAMILIAR WITH THE TV SHOW MADMEN — ABOUT NEW YORK’S FAMED ADVERTISING MEN AND WOMEN WHOSE FIRMS WERE LOCATED ON THE FAMED MADISON AVENUE.** |
| 01:09:10:22 | MADMEN TV SHOW CLIP | MADMEN CHARACTER DON DRAPER:  Advertising is based on one thing happiness. We can say anything we want. |
| 01:09:18:09  01:09:24:01  01:09:25:08  01:09:29:05  01:09:30:03  01:09:33:21  01:09:38:19  01:09:38:20  01:09:42:08  01:09:45:00 | **ARCHIVE:**  1960S PRINT ADS AND COMMERCIALS  **LOWER THIRD:**  **NOXZEMA 1967**  **LOWER THIRD:**  **CANADA DRY 1960s**  **LOWER THIRD:**  **CHEERIOS & V8 1960**  **LOWER THIRD:**  **AMERICAN MOTORS CORP. 1960s** | **MARIA HINOJOSA VO:**  **IN THE 1960S, MADMEN USED CLEVER AD CAMPAIGNS TO SELL PRODUCTS.**  NOXZEMA COMMERCIAL ACTRESS:  Nothing takes it off like Noxzema Medicated Shave  **MARIA HINOJOSA VO:**  **BUT PEOPLE OF COLOR WERE MISSING FROM THE SMART, WITTY AND SEXY ADS.**  CANADA DRY GINGER ALE VO:  Canada Dry Ginger Ale. One Gulp is for thirst, the other gulps are for kicks.  **MARIA HINOJOSA VO:**  **IN THE IMAGES CREATED BY ADVERTISERS, THE TARGET CONSUMER WAS PRIMARILY WHITE AND MIDDLE CLASS.**  AMERICAN MOTORS CORP. VO:  You buy a new car and what happens… Your son spends more time behind the wheel than you do. Well why not? Look at him, proud. And I feel pretty good too. |
| 01:10:10:05 | B-ROLL AUSTIN SCENICS; RACHEL NEAL AND KAZIQUE JELANI PRINCE AT FOOD TRUCK PARK  JELANI CONSULTING HOMEPAGE/WEBSITE  RACHEL NEAL AND KAZIQUE JELANI PRINCE PORTRAIT | **MARIA HINOJOSA VO:**  **RACHEL NEAL IS AN ASSISTANT PROFESSOR OF SOCIOLOGY AT ST. EDWARDS UNIVERSITY.**  **KAZIQUE J. PRINCE FOUNDED A FIRM THAT PROVIDES CULTURAL COMPETENCY TRAINING.**  **THEY ORGANIZE DIVERSITY MEET-UPS AROUND AUSTIN. FOR THEM EXAMINING IMAGES IN ADVERTISING IS SECOND NATURE.** |
| 01:10:28:00  01:10:38:18  01:10:39:07 | MARIA / KAZIQUE / RACHEL INTERVIEW  **LOWER-THIRD:**  **KAZIQUE J. PRINCE**  **JELANI CONSULTING** | MARIA HINOJOSA: When you think about advertisers who are trying to get you guys to buy their products, do you feel like they understand who you are?  KAZIQUE PRINCE: No. I — I don’t think they understand. I think they are taking a nice stab at it. It’s definitely different than, you know, the commercials of the past, you know, when I was growing up. |
| 01:10:48:20  01:10:48:20  01:10:55:08  01:10:55:08  01:10:57:20  01:10:58:07  01:10:58:07 | MONTAGE OF COMMERCIALS FEATURING ONLY ONE BLACK PERSON.  **LOWER THIRD:**  **BOUNCE 1970S**  **CHARMIN 1970S**  **TOYS “R” US 1982** | BOUNCE COMMERCIAL:  (Singing) Bounce! My nose smells fresh and clean. Bounce bounce, my socks don’t cling.  KAZIQUE PRINCE : I was just glad to have a commercial with a black person in it.  MARIA HINOJOSA: One  KAZIQUE PRINCE: Yeah, one. The token. So you’re like, “Woo, black people.” Whereas now, as — as a savvy consumer, I want more than just a representative. I need to have more than just one black character. |
| 01:11:00:06  01:11:09:10  01:11:10:13 | MARIA / KAZIQUE / RACHEL INTERVIEW  **LOWER-THIRD:**  **RACHAEL NEAL**  **ST. EDWARDS UNIVERSITY** | KAZIQUE PRINCE: So you’re like, “Woo, black people.” Whereas now, as — as a savvy consumer, I want more than just a representative. I need to have more than just one black character.  RACHEL NEAL: And even something that’s just a little more creative. I find that most depictions of people of color in advertising just rely on the same old tropes, you know. Just the same old preexisting stereotypes. |
| 01:11:20:17  01:11:20:17  01:11:21:16  01:11:24:20  01:11:27:14  01:11:30:16  01:11:33:07  01:11:35:10  01:11:37:22  01:11:42:13  01:11:43:00  01:11:46:14  01:11:40:05  01:11:49:19  01:11:50:22  01:11:53:05  01:11:59:10  01:12:01:16 | **ARCHIVE**: MONTAGE OF STEREOTYPICAL COMMERCIALS  **LOWER THIRD:**  **JELL-O 1957**  **AUNT JEMIMA PANCAKES 1938**  **SANFORIZED 1948**  **GENERAL ELECTRIC 1937**  **FRITO-LAY 1960S**  **MAXWELL HOUSE COFFEE 1934**  **OTIS ELEVATOR COMPANY 1930S**  **WARNER’S 1956**  **CHASE & SANBORN 1952**  **DOLCE & GABBANA 2007**  HEADLINES – ‘MOUNTAIN DEW PULLS ‘ARGUABLY MOST RACIST COMMERCIAL IN HISTORY’  **LOWER THIRD:**  **MOUNTAIN DEW 2013** | JELL-O AD:  VO: Just for fun of it, Jell-O tonight  **MARIA HINOJOSA VO:  HISTORICALLY THE ADVERTISING INDUSTRY HAS USED STEREOTYPES AS A GO-TO MECHANISM TO SELL PRODUCTS.**  FRITOS AD:  FRITOS MAN: The Fritos man make the magic, I turn your Fritos corn chips into my Fritos corn chips  **MARIA HINOJOSA VO:**  **PEOPLE OF COLOR HAVE OFTEN BEEN DEPICTED AS INFERIOR TO WHITES, AND WOMEN HAVE BEEN PORTRAYED IN SUBMISSIVE ROLES.**  **MARIA HINOJOSA VO:**  **AND AS RECENTLY AS 2013, BIG NAME BRANDS LIKE PEPSICO WERE FORCED TO APOLOGIZE FOR COMMERCIALS DEEMED BY CRITICS AND CONSUMERS TO BE RACIST AND MISOGYNISTIC.**  **MOUNTAIN-DEW COMMERCIAL:**  DETECTIVE: All right mam, we got em all lined up. Nail this little sucker! Comme on! Which one is it? Point to him!  WOMAN: AHHH! I CAN’T DO THIS! NO NO NO! |
| 01:12:13:02  01:12:14:08  01:12:18:22  01:12:19:22 | LATINWORKS TEAM PHOTO  SUPERBOWL XLI 2007 FOOTAGE  **LOWER THIRD**  **SUPERBOWL XLI 2007** | **MARIA HINOJOSA VO:**  **LATINWORKS REFERENCES CULTURAL STEREOTYPES, BUT TURNS THEM ON THEIR HEADS.**  **IN 2007 THEY CREATED A COMMERCIAL FOR THE SUPER BOWL -- THE MOST WATCHED PROGRAM ON AMERICAN TELEVISON, WITH OVER 40% OF ALL U.S. HOUSEHOLDS TUNING IN.** |
| 01:12:29:12  01:12:35:13  01:12:40:02 | SERGIO TALKING TO MARIAl  **ARCHIVE:**  BUD LIGHT “CLASSROOM” COMMERCIAL FEATURING COMEDIAN CARLOS MENCIA  **LOWER THIRD:**  **LATINWORKS FOR BUD LIGHT** | SERGIO ALCOCER: The Super Bowl in the United States is very important because it’s the only moment in which Americans care about advertising, right?So, we created a TV spot which was in anticipation of this multicultural society, in which Hispanics are going to lead the multicultural movement. It was an important moment at the agency. |
| 01:12:47:05  01:12:51:20  01:12:54:14  01:12:57:20  01:12:59:19  01:13:03:00  01:13:05:02  01:13:09:00 | BUD LIGHT “CLASSROOM” COMMERCIAL FEATURING COMEDIAN CARLOS MENCIA (CONT.) | BUD LIGHT COMMERCIAL:  TEACHER: Ok class if you’re in the south you say, “Heyyer feller, give me a Budd Light.”  CLASS: “Heyyer feller, give me a Budd Light.”  TEACHER: In New York you say, “Ey give me a Bud Light, you got a problem with that!”  STUDENT: “Bud Light, you got a problem with that.”  TEACHER: In East LA you say, “Give me a Bud Light holmesssss.”  STUDENT: “Give me a Bud Light holmesss.”  TEACHER: More importantly, if someone asks YOU for a Bud Light you say!  CLASS: “NO SPEAK ENGLISH!” |
| 01:13:11:00 | HEADLINES – ‘LATINWORKS’ “CLASSROOM” FOR BUD LIGHT SCORES HIGH’ | **MARIA HINOJOSA VO:**  **THE STRATEGY PAID OFF.** |
| 01:13:13:02 | MARIA AND SERGIO STANDING IN LATINWORKS | SERGIO ALCOCER: You can see the plot of these minorities to beat “the man,” let’s say, right? Recognizing I’m different, but I’m going to take that difference and make it my strength, my, my… my power. |
| 01:13:26:16 | B-ROLL NEW MULTICULTURAL AUSTIN |  |
| 01:13:38:16  01:13:46:12  01:13:53:05  01:14:08:15  01:14:13:12  01:14:13:18 | CHRISTIAN AND MARIA AT LATINWORKS IN FRONT OF A WHITE BOARD. | CHRISTIAN FILLI: What’s beautiful today is that because you have such multicultural environments in which we live in, people are like, I want to create my own terminology, I want to create my own definition. I want to define who I am on my own terms.  MARIA HINOJOSA: So that would mean in my context, I’m okay that I was born in Mexico, that I was raised in Chicago, that I live in New York, that I married a man from the Dominican Republic, that I go back to Mexico and I go to the Dominican Republic, that I’m from New York and Chicago and that —  CHRISTIAN FILLI: You’re not just okay. But you’re proud of it. And you brag about it.  MARIA HINOJOSA: Right.  CHRISTIAN FILLI: Which I think fantastic. [LAUGH] And that’s what people are doing. |
| 01:14:18:06 | TALKING HEADS OF MILLENIALS | MILLENIALS: I am Latin; African American; Mexican, Texan, Chinese-American, Latino, Jewbana, Biracical, Gay; I am educated; a photographer; a filmmaker; soy poeta; soy Colombiana y Salvadoreña; Pocha; I am white…; Chilango; I’m a Colombian-Texan; I am Austin; I am…; a millennial; …whatever I wanna be |
| 01:14:44:18  01:14:52:20 | **INFO-GFX4:**  MILLENNIALS  PIE CHART:  25% OF U.S. POPULATION  MORPHS TO MAP OF US SHOWING 1 IN 5 MILLENNIALS ARE LATINO | **MARIA HINOJOSA VO:**  **LARGER THAN THE BABY BOOMER GENERATION, MILLENIALS — THOSE BETWEEN THE AGES OF 18 AND 34 — MAKE UP NEARLY A QUARTER OF THE ENTIRE U.S. POPULATION.**  **OF THE 74 MILLION MILLENNIALS IN THE COUNTRY, MORE THAN 1 IN 5 IS LATINO.** |
| 01:15:00:19  01:15:05:18  01:15:05:20  01:15:16:06 | B-ROLL PACHANGA LATINO MUSIC FESTIVAL  RICH GARZA PORTRAIT  **LOWER THIRD:**  **RICH GARZA**  **PACHANGA FEST**  B-ROLL PACHANGA LATINO MUSIC FESTIVAL | **MARIA HINOJOSA VO:**  **RICH GARZA IS THE CO-FOUNDER OF THE ANNUAL PACHANGA LATINO MUSIC FESTIVAL IN AUSTIN AND AN EXPERT AT DEVELOPING BRAND AND CONSUMER CONNECTIONS THROUGH SPONSORSHIPS AND MARKETING CAMPAIGNS.**  RICH GARZA: I'm seeing all these brands that are desperately chasing this Latin Millennial demographic. And if you look at the numbers, those are the folks that we're trying to talk to now, that we’re trying to kind of create a community and a relationship. I kind of jokingly call this sort of the festival of the future, just based on who we're talking to and how we're programming it. |
| 01:15:45:20  01:15:53:18 | B-ROLL PACHANGA LATINO MUSIC FESTIVAL | **MARIA HINOJOSA VO:**  **MILLENNIALS FROM ACROSS THE STATE OF TEXAS AND BEYOND ATTEND THE FESTIVAL, AND CONSUMER BRANDING TO CONNECT WITH THEM IS EVERYWHERE.**  **I SPOKE WITH CHRISTINA IBAÑEZ, ONE OF THE MANY LATINO MILLENNIALS AT THE FESTIVAL, WHO TALKED ABOUT WHY THE SPONSORS AND ADVERTISERS HERE RESONATE WITH HER.** |
| 01:16:03:08  01:16:06:14 | CHRISTINA INTERVIEW AT PACHANGA  **LOWER THIRD:**  **CHRISTINA IBAÑEZ**  B-ROLL CHRISTINA WALKING AROUND PACHANGA | CHRISTINA IBAÑEZ: We're American. We care about the same things. But we also wanna preserve our history. We wanna preserve our culture. I think a lot of the sponsors that are here actually are the ones that are trying to learn something about our culture.  Whataburger, for example, I know they have a really strong Latino campaign going. |
| 01:16:19:15  01:16:26:00  01:16:27:05  01:16:35:09 | B-ROLL CHRISTINA AT THE WHATABURGER STAND | **MARIA HINOJOSA VO:**  **WHATABURGER IS THE NATION’S 8TH LARGEST BURGER CHAIN, SPANNING FROM ARIZONA TO FLORIDA.**  CHRISTINA IBAÑEZ: Ok, you go first.  **MARIA HINOJOSA VO:**  **IN RECENT YEARS, THEY’VE EXPANDED DIGITAL, MOBILE AND LATINO MARKETING.**  CHRISTINA IBAÑEZ: The one thing I liked about Whataburger is that they use hashtags. They use Twitter. They're using Instagram. And that's where it's at. That's where like people like me are going. |
| 01:16:44:13 | B-ROLL PACHANGA LATINO MUSIC FESTIVAL | RICH GARZA: The way that world works now, marketing, messaging, is just ubiquitous, it's everywhere. That's why we have to do a good job and do impactful things with our sponsorship so that we're not just throwing stuff out there, but we're really thinking about what we're doing, trying to connect with young bicultural millennials. |
| 01:17:03:16  01:17:09:00 | AUSTIN SKYLINE TIME LAPSE; SUNSET  B-ROLL MARIA AND MILLENNIALS AT TABLE | **MARIA HINOJOSA VO:**  **I LATER CAUGHT UP WITH CHRISTINA AND FEW OF HER FRIENDS, TO GET THEIR PERSPECTIVES ON WHAT IT’S LIKE TO BE THE CENTER OF ATTENTION.** |
| 01:17:16:01  01:17:24:09  01:17:42:04  01:17:47:19  01:18:01:05  01:18:02:05  01:18:03:16  01:18:08:03  01:18:16:11 | MARIA INTERVIEW WITH MILLENNIALS  **LOWER THIRD:**  **CHRISTOPHER TARANGO**  **LOWER THIRD:**  **ISSA GALVAN**  **LOWER THIRD:**  **CHRISTINA IBAÑEZ**  **LOWER THIRD:**  **JUAN CAMILO AGUDELO** | MARIA HINOJOSA: So how does it make you feel that you know that there are people spending millions of dollars trying to figure out, like, who you are and what you wanna buy?  CHRISTOPHER TARANGO: We should start by saying that — this whole idea of — of buying power isn't a conversation that we're necessarily having.I think that — that the conversation— is just — another way to — to — to marginalize our community and box us in and trying to quantify us and value us by only by what we can spend.  MARIA HINOJOSA: How do you think that Latinos are portrayed in the ad world?  ISSA GALVAN: I'm still seeing these white models or light skinned in particular in advertisements and that's not — that's not who I am and that's not representative of me so why am I gonna buy that product?  CHRISTINA IBAÑEZ: I don't really feel anyone's speaking to me.  MARIA HINOJOSA: So mostly you feel invisible from the world of advertising?  JUAN CAMILO AGUDELO: I don't see myself in the ads, which is not to say that Latinos as a whole are invisible, but I think the image of Latinos that's presented is not one that resonates with me.  ISSA GALVAN: And it's sad, because that means that advertising is not doing its job. |
| 01:18:23:20 | B-ROLL MARIA LOOKING AT LATINWORKS WAR ROOM WALL | **MARIA HINOJOSA VO:**  **ON THE PITCH WALL, BACK AT THE LATINWORKS WAR ROOM, I WONDERED HOW THE AGENCY RESPONDS TO CONSUMERS, LIKE THE GROUP OF MILLENNIALS I MET, WHO DON’T FEEL REPRESENTED.** |
| 01:18:36:09  01:18:45:07  01:19:09:18  01:19:13:07 | SERGIO AND MARIA SITTING ON SOFA IN SERGIO’S OFFICE. A LAPTOP SITS ON THE COFFEE TABLE IN FRONT OF THEM. | MARIA HINOJOSA: As the supervisor of casting,  when you wanna create an image of what a real Latino looks like, how do you do that as you cast?  SERGIO ALCOCER: I don’t think that there’s one look for the real Latino. We are not a monolithic group. There’s Black Latinos that are absolutely underrepresented in advertising. There’s Asian Latinos. There’s blonde Latinos, there are redheaded Latinos and there’s brown Latinos, etcetera. And in that sense, how does a Latino look it’s a gigantic question.  MARIA HINOJOSA: So this makes your work incredibly challenging?  SERGIO ALCOCER: Incredibly challenging and incredibly motivating because I think it’s important that we move in to being more real. |
| 01:19:19:12 | LATINWORKS EXT. OFFICE  B ROLL LATINWORKS TEAM MEETING | **MARIA HINOJOSA VO:**  **IN 2008, AFTER A 28% DROP IN ITS LATINO SALES, THE MARS CORPORATION APPROACHED LATINWORKS TO HELP BOOST THEIR STARBURST BRAND.** |
| 01:19:28:23  01:19:36:08  01:19:48:08  01:19:55:12  01:19:58:08  01:20:10:04  01:20:12:04 | SERGIO AND MARIA WATCH THE ‘STARBURST’ COMMERCIAL; MARIA LAUGHS  ‘STARBURST’ COMMERCIAL PLAYING ON LAPTOP | SERGIO ALCOCER: We created a spot that— didn't even acknowledge — nationality or origin and just went to the — to the mindset of being a teenager.  MARIA HINOJOSA: (Laughing)  SERGIO ALCOCER:  So, he feeds him his Starburst…  MARIA HINOJOSA: Now that kid, is that a Latino kid?  SERGIO ALCOCER: That kid was —actually a Latino kid — but it doesn't matter. The important thing is that we were talking to teens. And — and you know, a teen is a teen first and a Latino teen second.  MARIA HINOJOSA: He looks a little bit like — like the llama.  SERGIO ALCOCER: Yeah. [LAUGH] Well, that was the cast — they are good friends. They are good friends. |
| 01:20:18:00  01:20:28:18 | HEADLINES – ‘LATINWORKS’ ‘LLAMA’ WINS AT CANNES’; ‘LATINWORKS ONLY U.S. HISPANIC AGENCY TO WIN CANNES LION’  B-ROLL  CANNES LION STATUETTES  B-ROLL MARS COMMERCIALS  **LOWER THIRD:**  **LATINWORKS FOR MARS CORP.** | **MARIA HINOJOSA VO:**  **THE COMMERCIAL WAS A HIT. THE ADVERTISING INDUSTRY AWARDED LATINWORKS, A CANNES LION –THE EQUIVALENT OF AN OSCAR – FOR THE LLAMA SPOT.**  **LATINO SALES FOR STARBURST SHOT UP 15% AND THE MARS CORPORATION INCREASED BUDGETS AND NEW BUSINESS FOR LATINWORKS.** |
| 01:20:38:21  01:20:41:13  01:20:42:02  01:20:42:23 | SNICKERS COMMERCIAL (SPANISH)  **LOWER THIRD:**  **LATINWORKS FOR MARS CORP.** | SNICKERS COMMERCIAL  EMPLOYEE #1: Toma un snickers. (Have a snickers)  EMPLOYEE #2: (eats the snickers and turns from a zombie to a person).  EMPLOYEE #1: Mejor? (better?)  EMPLOYEE #2: Mejor! (better!) |
| 01:20:44:06  01:20:47:18 | **INFO-GFX5:**  LATINO AD BUDGETS GRAPH  2003: $2.8 BILLION  2013: $8.3 BILLION  B-ROLL LATINWORKS TEAM IN WAR ROOM | **MARIA HINOJOSA VO:**  **EVERY SINGLE YEAR OF THE PAST DECADE BUDGETS FOR LATINO ADS HAVE GROWN FASTER THAN THE REST OF THE INDUSTRY. FROM 2003 TO 2012, SPENDING NEARLY TRIPLED.**  **AT LATINWORKS, THE TEAM STRADDLES THE LINE BETWEEN CREATING ETHNIC SPECIFIC ADVERTISING AND ADS THAT CONNECT WITH EVERYONE.** |
| 01:21:03:03  01:21:10:14 | MARIA IN LATINWORKS’ IN WAR ROOM TALKING WITH THE LATINWORKS’ TEAM | MARIA HINOJOSA: So, how do you as a team kinda feel about creating image of new normal, the new mainstream in the United States, all of you?  GUIGO SÁNCHEZ: What I focus on is just, what do I wanna hear. It simplifies it, you know, because I’m basically writing creative a lot of times for myself. My wife is the consumer. I’m the consumer. My brother who just moved to US also is — is the consumer, and then I try to, you know, see different points in the life of — of — multicultural target person here. But yeah, sometimes I forget about that yes, we’re yes creating that new normal. |
| 01:21:41:01 | HEADLINES FOR MORE MULTICULTURAL ADVERTISING | **MARIA HINOJOSA VO:**  **BUT AS A WHOLE, IS THE AD INDUSTRY KEEPING UP?**  **CONSUMER VOICES DEMANDING CHANGE HAVE GOTTEN LOUDER AND BRANDS APPEAR TO BE RESPONDING.** |
| 01:21:51:12  01:22:04:06  01:22:05:03 | MARIA TALKING TO RACHEL NEAL AND KAZIQUE PRINCE | MARIA HINOJOSA: Do you guys feel that advertisers have done something right? At any time can you think of a commercial or of an ad where you were just like…wow?  RACHEL NEAL: Well, and the Cheerios commercial was super cute.  KAZIQUE PRINCE: Yeah, the Cheerios…yeah, yeah. |
| 01:22:07:00  01:22:08:22  01:22:09:13  01:22:14:14  01:22:25:02 | MIXED COUPLE CHEERIOS COMMERCIAL; LITTLE GIRL POURS CHEERIOS ON DAD’S HEART  **LOWER THIRD:**  **CHEERIOS 2013** | CHEERIOS COMMERCIAL:  GRACIE: Mom?  MOM: Yes, Honey?  GRACIE: Dad told me that Cheerios is good for your heart, is that true?  RACHEL NEAL:  The Cheerios commercial was actually creative. It was different than what we normally see and I think people really responded to that.  DAD: Kim?? |
| 01:22:26:08 | MARIA TALKING TO RACHEL NEAL AND KAZIQUE PRINCE | KAZIQUE PRINCE: And if they had done a similar commercial with a lesbian couple or a gay couple. It would have been just as effective. |
| 01:22:33:04 | NEGATIVE CHEERIO SOCIAL MEDIA COMMENTS  HEADLINES OF PUBLIC RESPONSE TO HATEFUL CHEERIOS POSTS | **MARIA HINOJOSA VO:**  **NOT EVERYONE HAD THE SAME REACTION. THE GENERAL MILLS CHEERIOS COMMERCIAL SPARKED A SOCIAL MEDIA BACKLASH WITH SUCH HATEFUL POSTS, THE COMPANY DISABLED THE COMMENTS SECTION.**  **BUT, THE RESPONSE TO THE BACKLASH WAS OVERWHELMINGLY POSITIVE, INSPIRING A NEW WAVE OF COMMERCIALS CELEBRATING AMERICAN DIVERSITY.** |
| 01:22:52:07  01:22:57:13  01:23:02:21 | MONTAGE OF MULTICULTURAL COMMERCIALS  MONTAGE OF MULTICULTURAL COMMERICALS FROM 2014 | WOMAN SIGNING: Oh beautiful, for spacious skies  GIRL SIGNING: For amber waves of grain (in Spanish)  **MARIA HINOJOSA VO:**  **THE U.S. EXPERIENCED A WATERSHED MOMENT DURING AND AFTER THE 2014 SUPER BOWL.**  **THREE COMMERCIALS HIGHLIGHTED THE MULTICULTURAL TRANSFORMATION.**  **CHEERIOS CAME BACK WITH A SEQUEL TO THEIR BIRACIAL FAMILY SPOT.**  **COCA COLA PRESENTED A COMMERCIAL WITH DIVERSE AMERICANS SINGING ‘AMERICA THE BEAUTIFUL’ IN DIFFERENT LANGUAGES.**  **AND A CHEVROLET AD INCLUDED GAY PARENTS, SINGLE PARENTS AND MULTI-GENERATIONAL HOUSEHOLDS.**  **OTHER BRANDS FOLLOWED SUIT.** |
| 01:23:32:10  01:23:47:10 | MARIA TALKING WITH LIZETTE WILLIAMS | MARIA HINOJOSA: Can you talk at all about how fear of change in the United States, the browning of America, you know, the new American mainstream, do you think that the conversation around change and fear is now shifting to something else?  LIZETTE WILLIAMS: I think we’re living in a country that is largely more accepting of change — largely more accepting of diversity, and we’ve seen examples of that throughout the last ten years. |
| 01:24:00:00  01:24:14:11 | **ARCHIVE:**  2014 SUPERBOWL PEPSI HALF TIME SHOW | **MARIA HINOJOSA VO:**  **THE 2014 SUPER BOWL’S MUCH-AWAITED HALFTIME SHOW, SPONSORED AND HEAVILY BRANDED BY PEPSI, SEEMED TO CAPTURE THE GROWING MULTICULTURAL STATE OF MIND THAT’S DRIVING TOP BRAND MESSAGING CHOICES.**  LIZETTE WILLIAMS:  You know, I — I watched the Super Bowl this year. Bruno Mars performed, which was amazing, ‘cause he’s Puerto Rican, Jewish and Filipino. And was out there with the Red Hot Chili Peppers doing James Brown dance moves. And here we are at the most iconic American event of all time and this is what is happening in this country. |
| 01:24:39:01 | B-ROLL HEADSHOTS OF MILLENIALS | **MARIA HINOJOSA VO:**  **AS DIVERSE CONSUMERS GROW IN NUMBERS, ONLY TIME WILL TELL, IF ADVERTISING CAN KEEP UP, WITH THE CHANGING FACE … OF AMERICA.** |
| 01:24:52:12  01:34:59:13 | **ROUGH POSTSCRIPT: WAITING ON CHARACTER UPDATES**    **ARCHIVE:**  ADVERTISING AGE HEADLINE AND 2014 HISPANIC FACT PACK | **MARIA HINOJOSA VO:**  **SINCE MY VISIT TO LATINWORKS,**  **THE AGENCY’S BEEN AWARDED NEW BUDWEISER BUSINESS AND GAINED MARRIOTT AS A CLIENT.**  **IT’S LISTED AS THE TOP REVENUE EARNING LATINO AD AGENCY IN THE COUNTRY, AND IS POISED TO HAVE A STRONG CLOSE THIS YEAR.** |
| 01:25:07:23  01:25:16:16 | **B-ROLL LIZETTE TALKING TO MARIA ON SOFA** | **MARIA HINOJOSA VO:**  **LIZETTE WILLIAMS WAS NAMED ONE OF ADVERTISING AGE’S 2014 ‘WOMEN TO WATCH’ FOR HER TOTAL MARKET EFFORTS AT KIMBERLY CLARK.**  **MARIA HINOJOSA VO:**  **RICH GARZA EXPANDED THE PACHANGA MUSIC FESTIVAL BEYOND AUSTIN, WITH A RED BULL SPONSORED CONCERT TOUR ACROSS THE STATE OF TEXAS.** |
| 01:25:25.10 | **B-ROLL CHRISTINA IBAÑEZ AT FESTIVAL** | **MARIA HINOJOSA VO:**  **AND RECENT PROJECTIONS ESTIMATE THAT BY 2050, LATINOS WILL ACCOUNT FOR ALMOST A THIRD OF THE US POPULATION – POSITIONING THE MULTICULTURAL CONSUMER MARKET TO PLAY AN EVEN LARGER ROLE IN THE ECONOMIC GROWTH.** |
| 01:25:40:11  01:25:40:22 | **WEB TAG**  PBS.org | **MARIA HINOJOSA VO:**  **TO LEARN MORE ABOUT THIS AND OTHER EPISODES OF AMERICA BY THE NUMBERS WITH MARIA HINOJOSA, PLEASE VISIT PBS.ORG** |
| 01:25:48:11  01:25:50:02  01:25:51:17  01:25:53:08  01:25:54:22  01:25:56:12  01:25:58:03  01:25:59:18  01:26:00:20  01:26:01:22  01:26:03:00  01:26:04:20  01:26:05:04  01:26:06:06  01:26:07:08  01:26:08:10 | **EDITORIAL PRODUCER**  Titi Yu  **ASSOCIATE PRODUCER**  Sue Ding  **PRODUCTION MANAGER & POST COORDINATOR**  Emily Harrold  **FIELD COORDINATOR**  Paola Piers-Torres  **MUSIC COMPOSED BY**  Wendy Blackstone  **MOTION GRAPHICS BY**  Dialogue Theory  jumP ASSISTANT EDITORSCarlos FloresAmanda KatzRekha ShankarMarcus Shutrump **PRODUCTION ASSISTANTS/RESEARCHERS**  Hayward Leach  Paola Piers-Torres  Thea Piltzecker  Jessica Pitcher  **2ND CAMERA**  Allen Ho  **SOUND RECORDIST**  John McKallip  **SOUND MIX**  Argot Studios NYC  **POST PRODUCTION**  jumP  **ONLINE EDITOR**  James Jakubowski  **COLOR FACILITY**  Irving Harvey  **COLORIST**  Matthew Greenberg  **JUNIOR COLORIST**  Josh K. Brede  **LOCATION PRODUCTION ASSISTANT**  Adam Bailey  **GAFFER**  John Knudson  **MAKEUP ARTIST**  Jessica Isam  **EXECUTIVE OFFICE COORDINATOR**  Nancy Trujillo    **PRODUCTION INTERNS**  Maca Carrizosa  Marlee Fox  Melissa Bunni Elian  Elisa Gutierrez-Patterson  Engin Karabagli  Frances Underhill  **STATISTICS CONSULTANT**  Christel Kesler  **LEGAL SERVICES**  Neil Rosini, Franklin, Weinrib, Rudell & Vassallo, PC  **VOICEOVER**  Bob Heussler  **TRANSCRIPTION**  Last Syllable Transcription  **ARCHIVES**  Shutterstock, Inc.  **SPECIAL THANKS**  Dell Children’s Medical Center of  Central Texas  Gavin Lance Garcia  Guy Garcia  Latino Healthcare Forum  Luis Moreno  Silo On Seventh  U.S. Census Bureau  **SERIES PRODUCER**  Charlotte Mangin  **EXECUTIVE DIRECTOR OF FUTURO MEDIA**  Marea Chaveco  **EXECUTIVE PRODUCERS**  Sandra Rattley  Martha Spanninger  **EXECUTIVE PRODUCER & MANAGING EDITOR**  Maria Hinojosa  **FOR WGBH**  **MARKETING**  Bara Levin  Martha Waldron  Christian Gay  **WEB**  Ayelet Ronen  Meredith Nierman  **LEGAL AND BUSINESS AFFAIRS**  Nike Okediji  Tristan Walsh  **PRODUCTION MANAGER**  Steph Mills  **COORDINATING PRODUCER**  Nicholas Pollard  **EXECUTIVE PRODUCER**  Marie Nelson  **SENIOR EXECUTIVE IN CHARGE**  Denise Dilanni  COPYRIGHT  This program is a presentation of WGBH and the members of the National Minority Consortium: Center for Asian American Media, Latino Public Broadcasting, Pacific Islanders in Communication, Vision Maker Media, and the National Black Programming Consortium. |  |
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