

MEMBERS ONLY

EDUCATION

**PUBLICATIONS**

CW

CW Bulletin

**DISCOVERY**

Browse

Subscribe

Reference Finder

Learn More

Books

Advertising

RESEARCH

ACCREDITATION

AWARDS

JOBS

COMMUNITIES

CHAPTERS

STUDENTS

ABOUT IABC

## publications

### Discovery

IABC's next-generation online library, providing you with a powerful tool to access the information you need.

Printer-friendly

Feedback



### The Other "Other White Meat" Program: Changing Perceptions in the Hispanic Market

Buy ▶

Download ▶

The San Jose Group

Published: 2003 Pages: 7

The National Pork Board hired the San Jose Group to reach the U.S. Hispanic market. Based on qualitative and quantitative research, it was clear that an educational PR program was necessary to address the misconceptions of pork in the Hispanic community. Media relations and spokespeople were utilized to reach this growing market, and press kits in both English and Spanish were developed as well as articles and fact sheets that highlighted the campaign's "healthy/safe/delicious" messages.



(click to enlarge pages)

#### SELECT PHRASES

[eat pork](#) [hispanic consumers](#) [hispanic market](#) [hispanic media](#)  
[hispanic program](#) [los angeles](#) [national pork](#) [national pork board](#)  
[national pork board's](#) [pork board](#) [pork board's](#) [pr program](#)  
[press materials](#) [public relations](#) [san jose](#) [white meat](#)

#### SELECT SENTENCES

This feature is restricted to premium subscribers. [Subscribe now](#) or [log in](#).



Search IABC Discovery

Find ▶

Browse ▶

#### Related ---

Resources [View More »](#)

- [Thinking Big, Staying Small](#) (Book)
- [The IABC Handbook of Organizational Communication, Second Edition](#) (Book)
- [Unleashing the Power of PR](#) (Book)
- [The Business of Truth](#) (Book)
- [Effective Media Relations](#) (Book)
- [Vital Connections](#) (Book)
- [It's Your Move: Communication Competencies and Expectations](#) (Book)
- [Powerful Press Releases](#) (CW Bulletin)
- [Communication Research, Measurement and Evaluation](#) (Book)
- [CW Magazine - May/June 2004](#) (CW Magazine)
- [Helping a Post-Secondary Institution Meet Its Needs](#) (Case Study)

[broadcast media](#) [culturally relevant](#) [eat](#)

[pork](#) [educational materials](#) [extremely poor](#)  
[grilling information](#) [gross impressions](#)  
[growing market](#) [hispanic](#)  
[consumers](#) [hispanic](#)  
[market](#) [hispanic media](#) [hispanic pr](#)  
[hispanic program](#) [john hagerla](#) [los](#)  
[angeles](#) [media outlets](#)  
[national pork](#)  
[percent increase](#) [pork board](#)  
[pork board's](#) [pr program](#) [pre-](#)  
[campaign research](#) [press materials](#) [press](#)  
[release](#) [public relations](#) [san jose](#)  
[spanish dialects](#) [summer grilling](#) [vice](#)  
[president](#) [white meat](#)