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Maya Angelou Hosts Her First Public Radio Show During Black History Month

This month, Maya Angelou is hosting her first-ever public radio program. The one-hour broadcast is available to all PRI (Public Radio International)-affiliated stations and African American Consortium stations free of charge.

As part of her program, intimate and provocative stories, poems and conversations will illuminate African American history, including segments on comedy, film and family life. Rounding out the hour will be memories of "mother and sister friend," the late civil rights activist Dorothy Height. The producer of the show is RCW Media Productions.

On comedy, Maya Angelou observes, "Often in the black culture it is said, we laughed to keep from crying." Joined by comedian Chris Rock, they will discuss Rock's childhood in Brooklyn, rise to *Saturday Night Live* and his view on comedy. As Rock defines the comic currents of our time, Ms. Angelou offers a historical perspective, reflecting on the 1930's and 1940's including Dusty Fletcher's "Open the Door Richard" and the brilliance of early comedians who literally set the stage for African American comedy.

A film director in her own right of *Down in the Delta* (1998), Ms. Angelou explores African American films with a focus on the work of director Lee Daniels. She and Daniels discuss the success of his movie *Precious*, and how work from this filmmaker can impact and change dialogue in American Culture.

From the stage of the Urban League's 100th Anniversary Celebration, the esteemed poet and the rapper Common perform a glittering "Old School/New School" call and response. Ms. Angelou recites each stanza of "Songs of the Old Ones," as Common interprets in what Ms. Angelou observes as "his preferred language of hip hop."

Recalling their relationship in the 1960's, when Dr. Martin Luther King Jr. appointed her as the Northern Coordinator for the Southern Christian Leadership Conference, Ms. Angelou ends with her poetic tribute to Dorothy Height.

Maya Angelou's "Black History Month Special" is underwritten by AT&T. More information and a list of public radio stations currently airing the program can be found at www.mayaangelouonpublicradio.com. Articles featuring additional content on Black History Month with guest introductions can be found on www.att.com/thebridge. Maya Angelou will post on www.facebook.com/MayaAngelou and tweets on Twitter.

(Source: Target Market News, 02/02/11)



Smartphone Penetration Highest Among Asians, Hispanics

As of December 2010, nearly a third (31%) of all mobile consumers in the United States owned smartphones, cellphones with app-based, web-enabled operating systems. But smartphone penetration is even higher among mobile users who are part of ethnic and racial minorities in the U.S. -- namely Asian/Pacific Islanders (45%), Hispanics (45%) and African-Americans (33%), populations that also tend to skew younger. Meanwhile, only 27 percent of White mobile users reported owning a smartphone.

Although only 42 percent of Whites who purchased a mobile phone in the past six months chose a smartphone over a feature phone, 60 percent of Asians/Pacific Islanders, 56 percent of Hispanics, and 44 of African Americans who recently bought cellphones chose smartphones.

The competition between smartphone operating systems is a heated one. When it comes to the installed base, that is, U.S. mobile consumers who already own smartphones, it is a three-way tie between Blackberry RIM, the smartphone pioneer, Apple's IOS, which revolutionized the smartphone and popularized mobile apps, and Android OS, the operating system created by Google which has been taking the market by storm.

Analyzing the preferences of those who purchased a smartphone in the past six months paints a different picture, however, one in which Android is clearly in the lead with 43 percent of recent acquirers purchasing an Android device, compared to 26 percent for Apple iOS and 20 percent for Blackberry RIM.

Among ethnic smartphone owners, here is the market share by group as of the fourth quarter of 2010:

- Hispanic -- Apple iPhone, 29%; RIM Blackberry, 27%; Android, 27%; other, 18%.
- Asian/Pacific Islander -- Apple iPhone, 36%; RIM Blackberry, 20%; Android, 20%; other, 25%.
- African American -- RIM Blackberry, 31%; Android, 27%; Apple iPhone, 15%; other, 27%.

(Source: Nielsen Wire, 02/01/11)



Allstate, American Family Differ In Hispanic Approach

Allstate and American Family Insurance are taking different approaches to their marketing targeting Hispanic consumers.

A spinoff of its national general market advertising campaign, "Mayhem," Allstate is introducing an effort with the antagonist "Mala Suerte," who represents unfortunate circumstances. The word "mayhem" has no literal translation in the Spanish language, which led Allstate to create "Mala Suerte" to resonate more directly with Hispanics.

Meanwhile, a new 30-second spot from American Family Life Insurance, "Three Kids," is aimed at reaching both the Hispanic and general market. Part of the insurer's "Unique Families" campaign, the new TV executions find "global truths" among Hispanic and general market audiences, says Telisa Yancy, advertising director at American Family Insurance.

"The concept tested very well in focus groups across the Hispanic and general markets and both audiences quickly identified with the message," Yancy says in a release. "It effectively communicates that American Family Insurance understands the insurance needs of individuals and/or families."

Allstate's 30-second TV spot, created by Lapiz, aims to show the protection, value and peace of mind that Allstate provides when bad things happen. Consumer research showed that many Hispanic consumers blame fate or bad luck for an accident and are more likely to find fault with circumstances rather than a person who may have done something "wrong," says Georgina Flores, senior marketing manager for Allstate Insurance Company.

"Mala Suerte" is introduced as a polished and confident-looking man. However, his mere presence creates a series of misfortunes that are intended to remind people of what can go wrong and the protection Allstate can provide when it does. He startles a window-washer, which causes a bucket to fall several stories and land on the hood of a car. The ad closes with the voiceover, "Dollar for dollar, nobody protects you like Allstate."

Northbrook, Ill.-based Allstate's TV spots will be supported with print, radio, online and social media. People can visit MiAllstate.com/MalaSuerte to play a card-reading game. "Mala Suerte" is also present on Facebook and Twitter -- fans can "like" Soy La Mala Suerte on Facebook and have messages in their newsfeed for ways he can mischievously cross your path.

The American Family Life Insurance spot, created by The San Jose Group, focuses on the unique insurance needs of each family. The "Three Kids" television spots are about the busy life of the "total market" mom, featuring scenes of her driving her kids around town to take them to and from different activities. The universal sentiment in the spots is that every mom's life is hectic and a little chaotic, and each family has different needs.

Along with Spanish and English television spots, the campaign also includes radio, print and online banner ads for the Hispanic market to complement the overall unique family branding message.

"Three Kids" is the second spot for the Madison, Wis.-based insurer that transcends ethnicity. In 2010, after the creative concept for the Spanish spot, "Batazo," tested well in both Hispanic and general market focus groups, an English-language spot "Baseball" was developed for the general market.

(Source: Marketing Daily, 01/27/11)

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Daily Sales Tip: Determining What Customers Expect

Knowing your client's expectations gives you a tremendous advantage over your competition.

Most salespeople will not ask what those expectations are; consequently, they cannot perform the way the client wants them to. In addition, most will rely on their company to "exceed" the client's expectations. It is impossible for a company to exceed the client's expectations because the company simply has too many clients with too many different expectations to individualize the sales process.

Consequently, you are the only one capable of doing it. It is your job to turn the purchasing experience into the one your client wants, not your company's. You must become the client's advocate in the process.

Knowledge really is power. By taking the simple step to ask your client what their expectations are, you gain the power to give them the experience that will give you the basis for gaining referrals and word-of-mouth marketing. In addition, if you discover your client has unrealistic expectations, you can deal with them at the beginning of the sales process rather than finding out later, after they have evolved into a real problem.