



2nd Latin Media & Entertainment Week

A celebration. A destination. And where new ventures forge.

O c t o b e r 3 - 9 , 2 0 1 1

Latin Media and Entertainment Week



The Latin Media and Entertainment Week (LMEW) is a project conceived by the Latin Media and Entertainment Commission, whose mission is to make New York a leading hub for Latin Media and Entertainment. The Commission works closely with industry leaders in the Latin media, entertainment, technology, Hispanic advertising, marketing, and public relations communities. With media companies such as Univision, Telemundo, Vme Media, HITN, People en Español, Univision Radio, Spanish Broadcasting System, and El Diario based in New York, the Latin media and entertainment sectors are stronger than ever.

The 40-member Commission created the LMEW during Hispanic Heritage Month to present a week of Latin events that showcase the range of talent and the diversity in Latin culture. The week allows for entrepreneurs to mingle, network, develop new ventures, and make New York a destination and center for Latin media and entertainment.

LMEW captures the heart, essence, and diversity of Latin New York and provides opportunities for people to come together and explore new ventures. In the coming years, the Latino market is poised to have a more profound influence and effect in our City's and our nation's economies. With a growing population, stronger buying power, and a better educated workforce, Latino New Yorkers will continue to shape the future of the City and enhance its diverse cultural life.

Impact

With over **90,000 participants** at **22 events** that ranged from business conferences, networking, music, theater, concerts, films, photography and museums exhibits, **the first 2010 LMEW had 50 million media impressions** and a **three million economic impact** to the city.



About the LMEC



Mayor Bloomberg established the Latin Media and Entertainment Commission in October 2003 by Executive Order 43.

Commission Description

The Commission advises the Mayor on business development and retention strategies for the Latin media and entertainment industry.

LMEC Goals

- Develop a strategic plan for New York City to attract and host high-profile Latin entertainment productions and events and to support and create New York based events.
- Develop a strategic plan to retain, recruit, and expand Latin media and entertainment productions, businesses, and jobs in New York City.

Commission Membership

The Commission is made up of leaders from the Latin and mainstream media industry, community leaders from the nonprofit and cultural sectors, and leading executives from the financial, advertising, publishing, new media, and real estate sectors.

The heads of seven City agencies, under the direction of the Deputy Mayor for Economic Development, serve on the commission as *ex officio* members.



HONORARY CHAIRS



Courtesy of Wireimage

Jennifer Lopez,
Actor, Singer, Producer,
and Entrepreneur



Courtesy of John Filo

Robert De Niro,
Actor, Director,
and Entrepreneur

CHAIR



Mario L. Baeza,
Founder and Chairman
Vme Media, Inc.
Chairman and CEO,
The Baeza Group, LLC

MAYOR'S ADVISOR AND LIAISON



Willie Colón,
Recording Artist
and Producer

EXECUTIVE DIRECTOR



Carlos Manzano

Commissioners



Antonio Banderas

Actor



Tony Bechara

Chairman

El Museo del Barrio



Jed Bernstein

President

Above the Title

Entertainment, LLC



Tonio Burgos

President

Tonio Burgos & Associates



Anna Carbonell

Former Vice President Press
& Public Affairs, NBC



Patrick Dolan

Executive Vice President & COO
Interactive Advertising Bureau



Richard Edelman

President

Edelman Communications Worldwide



Daisy Expósito-Ulla

Chief Executive Officer
d expósito & partners



Randy Falco

COO

Univision Communications, Inc.



Robert Federico

Executive Director
Repertorio Español

Commissioners



Peter Fuster

Assistant Executive Director
AFTRA



Lino García

General Manager
ESPN Deportes



Marta García

Founder, Co-Chair
National Hispanic Media Coalition



Jacqueline Hernández

Chief Operating Officer
Telemundo 47



Laban J. McCormack Hurtado

President
McCormack Enterprise
International



Emanuel Nuñez

Senior Agent
Creative Artists Agency



Peter O. Price

President
Premiere Previews



Jorge E. Reynardus

Chief Revenue Officer
MGSCOMM



Rossana Rosado

Publisher
El Diario/La Prensa



Carlos Sánchez

President and
General Manager
WNJU Telemundo 47

Commissioners



Cristina Schwarz

Partner
CSLR, Ltd.



Paula M. Shugart

President
Miss Universe Organization



Jimmy Smits

Actor

Courtesy of G. Garman



Anne Sutherland Fuchs

Chair
NYC Commission
on Women's Issues



Das Elius Vélez

Attorney at Law



Joseph Wiscovitch

President
Wiscovitch & Associates

2010 Events



Latin Media and Entertainment Week Opening Reception

T I M E W A R N E R C E N T E R



Latin Media &
Entertainment Week



Latin Media &
Entertainment Week



Angela Freire, Jorge Reynardus, Carlos Manzano, Deputy Mayor Carol Robles-Román, Joseph Wiscovitch, Mario Baeza



Mario Baeza, Willie Colon, Joseph Wiscovitch, Jacqueline González, Jorge Reynardus



Executive Directors of the Alliance of New York Latin Theaters



2010 Miss Universe, Ximena Navarrete



George Fertitta, president, NYC & Company



Peter Fuster, Norma Abbene



Danai Pointer, Robert Walsh, Commissioner, Small Business Services



2009 Miss Universe Stefania Fernández



Richard Pacheco



Deputy Mayor Legal Affairs Carol Robles-Román

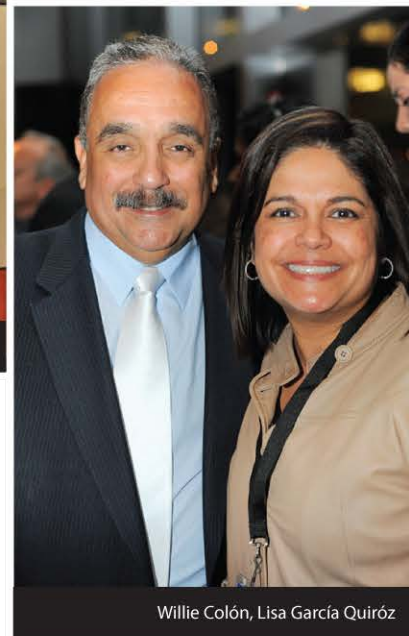


Patrick Dolan



LMEC Members

Photographer: Christopher Lopez



Willie Colón, Lisa García Quiróz

Photographer: Christopher Lopez



Deputy Mayor of Economic Development
Robert Steel

The CEOs Summit

{ Shaping the Future of Latin Media,
Entertainment, Technology & Advertising }

CONVERGENCE | 2011

TimeWarner


LATINVISION™

iab.

NYC Latin Media
& Entertainment
Commission

Latin Media &
Entertainment Week



- Mexico + Afuera:
Contemporary Mexican and
Mexican-American Voices

- Groana Melendez:
Family Work Series

en Changing the Face
of Photography
foco
.org

- Nueva York Exhibition
- VOCES: Arriba el Sur,
Art in Argentina from
Buenos Aires to Tierra del Fuego

- LIBROFORUM:
Ventanas de Manhattan
por Antonio Muñoz Molina

- NUEVO CINE:
Antonia Pantoja: ¡Presente!





Photographer: Michael Palma



Photographer: William Alatrste



Photographer: William Alatrste

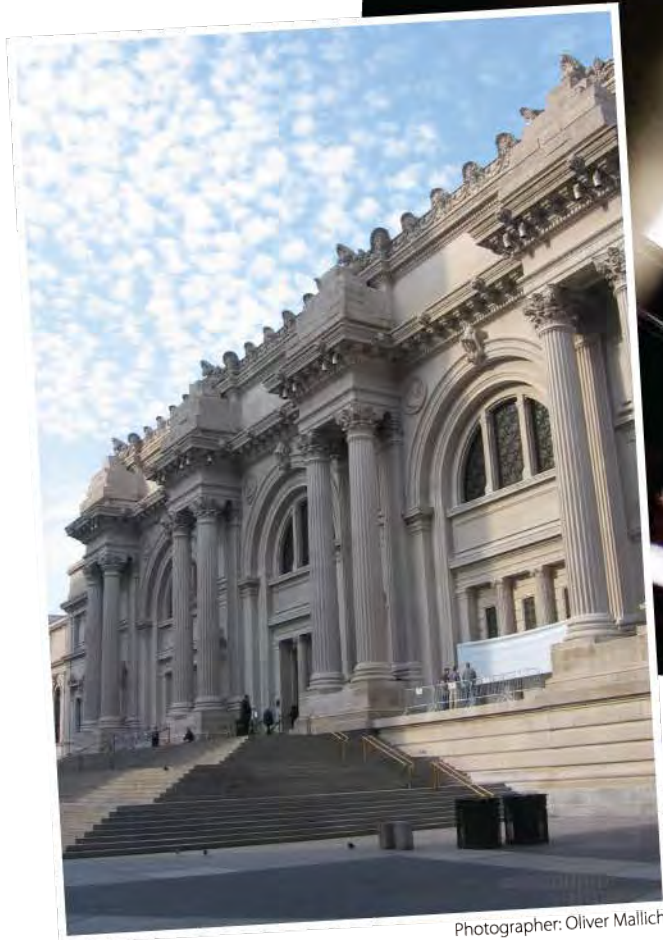
- "Miró:
The Dutch Interiors"
- Latin Music USA:
The Salsa Revolution
- The Golden Age of
Spanish Painting
- A Precolumbian Bestiary



The Metropolitan Museum of Art

- Arturo O'Farrill
and Company:
Latin Jazz





Photographer: Oliver Mallich



Photographer: Lena Adasheva

Havana Film Festival Screenings

- New Children/New York
 - Memories of
Overdevelopment



- Corto
Circuito
Screenings



Photographer: Diana Vargas



Photographer: Diana Vargas

- El insólito caso de Mis' Piña Colada (The Preposterous Case of Miss Piña Colada)
- Special General Audience Performance Way to Heaven
- Solavaya



- Sabrina y Lucrecia Performance
- Loisaida & Teatro Circulo Hispanic ArtExhibition





Photographer: Michael Palma



SpainArt Fest '10 @ Times Square



El gato con botas



TeatroStageFest™
WWW.TEATROSTAGEFEST.ORG

Photographer: Eric P. Mull



Photographer: Creative Commons

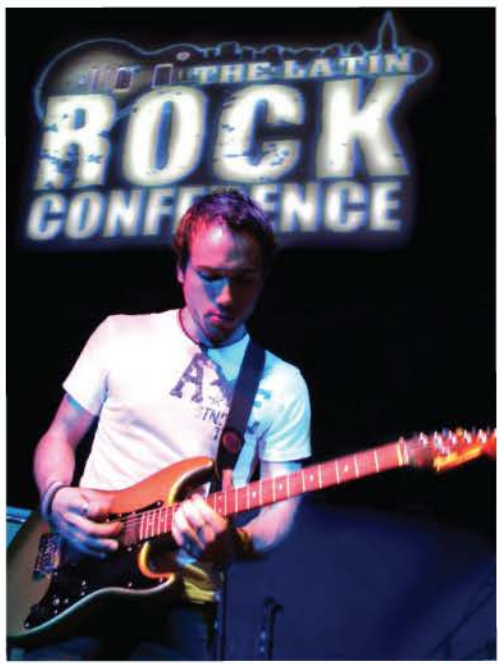


Photographer: Creative Commons

- César Reyes,
Piano Recital, Mexico
2010 Celebration
- 'NEW TANGO VISION',
Binelli-Ferman Duo
- Afro-Peruvian Superstar
Eva Ayllon



Photographer: Valeria Figallo



Photographer: Peter Schaaf





Joe Kutchera - Latino Link:
Building brands online with Hispanic communities
and content- featuring case studies from Best Buy,
BabyCenter and American Family Insurance

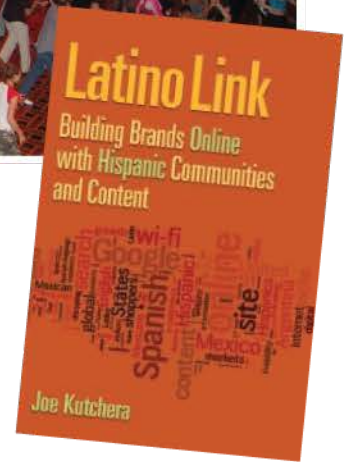
Celebrating Our Heritage,
Our Music!
¡Celebrando Nuestra Herencia,
Nuestra Música!



THE RECORDING ACADEMY®
NEW YORK CHAPTER

Sizzling Salsa





- El Escaparate
A Storefront Art Show
by Latinos Uptown



Circo Hermanos Vázquez





Photographer: ThedelRioAgency

Hispanic Day Parade





Photographs by Galos Corporation



Photographs by Galos Corporation

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For more information about the LMEW
and to be a sponsor contact

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Latin Media
& Entertainment
Commission

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