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## Acculturation Influences of Sport Media on Hispanic-Americans

### Abstract

This research aimed to discover whether or not the largest sport media corporation in the United States; ESPN, promotes acculturation for Hispanic Americans to enter into Americanized sport culture through its Spanish-language magazine publication of ESPN Deportes. The content analysis examined the covers of both ESPN Deportes and ESPN The Magazine from the 2011-year, using the English version of ESPN The Magazine as a base. The total population of Hispanics within the United States totals 50,477,594 making it the largest minority demographic in the nation. Unfortunately for marketers the Hispanic population is not homogenous and differences in consumption patterns can be credited to the influence of acculturation. In general ESPN Deportes remains ethnically traditional by featuring both sports and sport figures on their covers that support Hispanic-sport culture.

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Acculturation Influences of Sport Media on Hispanic-Americans

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August 17, 2012

### **Abstract**

This research aimed to discover whether or not the largest sport media corporation in the United States; ESPN, promotes acculturation for Hispanic Americans to enter into Americanized sport culture through its Spanish-language magazine publication of *ESPN Deportes*. The content analysis examined the covers of both *ESPN Deportes* and *ESPN The Magazine* from the 2011-year, using the English version of *ESPN The Magazine* as a base. The total population of Hispanics within the United States totals 50,477,594 making it the largest minority demographic in the nation. Unfortunately for marketers the Hispanic population is not homogenous and differences in consumption patterns can be credited to the influence of acculturation. In general *ESPN Deportes* remains ethnically traditional by featuring both sports and sport figures on their covers that support Hispanic-sport culture.



### **Acculturation Influences of Sport Media on Hispanic-Americans**

Today many people have a narrow view of what the practices of sport marketing encompass, by believing the primary tasks simply include selling tickets and consistently putting fans in seats during organized sporting events. Unfortunately with the rapid expansion and extensions of the sport industry, this is not the case today (Fuller & Merz, 2008). ESPN Corporation is an example of a sport media enterprise that focuses their efforts on marketing and providing media coverage on any and all things sport, compared to professional franchises that focus on ticket sales and filling arenas. The ESPN Corporation has capitalized on the expansion of sport and today refers to themselves as “The World Wide Leader in Sports” by providing a number of different media outlets extending far beyond its flagship ESPN broadcasting channel (Summers, 2012). To date ESPN Corporation has grown to include ESPN2, ESPN News, ESPN Classic, ESPN-U, ESPN Deportes, and forty-seven other international channels. Along with these diverse, yet specific, television offerings, ESPN also holds the title of largest sport-radio network in America and a website that receives 52 million unique visitors on average per month (Summers, 2012). Receiving revenues of over \$8.2 billion last year, ESPN has emerged as the leader of sport broadcasting and influencing sport media consumption in the United States.

In 2003, ESPN Corporation launched *ESPN Deportes*, a Spanish language broadcast used to demonstrate its commitment to serve the growing appetite of Latino sport fans within the United States. Using the same broadcasting format as their English flagship model, *ESPN Deportes* set out to become the primary viewing destination of Latino sport fans by featuring live marquee events, and sports news and information all in Spanish. The year 2008 marked a huge success for this product extension by gaining over a million subscribers in a single week by launching on Time Warner Cable’s Los Angeles system, totaling over seven million national subscribers (Ourand, 2008). This move to conquer Latino sport fans on a national scale signifies the dominance of this juggernaut sports casting company

as they begin to cater their product around national origins of both Central and South American Hispanics in this county.

One could argue that sport marketers have not paid full attention to the Hispanic consumer market that has become the majority demographic in some cities. In 2000, the top fifty sport advertisers spent 8 billion dollars in total advertising, and of those same fifty companies only 300 million was spent targeting Hispanics (Eros, 2002). Defined by Ennis, Rios-Vargas, and Albert of The U.S. Department of Commerce, Economics, and Statistics Administration (2011), "Hispanic or Latino refers to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race" (p. 2). It is important to make this distinction for the reader to understand that the terms Hispanic and Latino can be used interchangeably when referring to specific groups or individuals within this demographic. An individual belonging to this group may refer to themselves as one or the other based on personal preference or specifically level of acculturation within American culture.

Yankuar (1987) states that the government has attributed to the problem of distinguishing between the subgroups of Hispanics because they have not taken the time to poll these groups to determine the names they would like to be identified by. The broad coding of the United States government neglects the specific origin of the individual and lumps all Hispanics into one group. Unfortunately, this presents a greater problem for marketers who want to focus their efforts on the Hispanic market because not every individual is uniform. With a variety of different ethnic backgrounds and time spent in the United States one can discover a large number of differences that vary between every individual lumped into this diverse demographic, such as genetic background, culture, tradition, and buyer behavior (Yankuar, 1987).

This study will review in detail the emergence of the Hispanic market in the United States, its status today, and how top media enterprises such as ESPN Corporation market their product to this group specifically. When reviewing the publications of *ESPN the Magazine* and *ESPN Deportes* this study

will examine magazine covers to determine the difference between the two publications and the audience it is attempting to attract.

### Literature Review

#### Emergence of the Hispanic Population

Many Americans blinded by the patriotic history of the American Revolution may not understand who the first true colonized inhabitants of the United States were. The truth behind the European colonies of the Americas is that the Spanish arrived in St. Augustine, what is now present-day Florida four decades before the British colony of Jamestown, Virginia was even established (Ruiz, 2006).

Stated by Tony Horiwitz in the January 19, 2006 edition of *New York Times*,

“If Americans sat down and hit the history books they would discover what Al Gore would describe as an inconvenient truth. The early history of what is now the United States was Spanish, not English, and our denial of this heritage is rooted in age-old stereotypes that still entangle today's immigration debate” (p. 1).

In article titled Nuestra America: Latino History as United States History, Ruiz cites the three main time periods of 1848, 1898, and 1948 as the pivotal historic roles of Latinos changed in the United States as their migration and colonization in the south established their spot in American culture into present day.

In the years preceding 1898 the Spanish-speaking colonists of the south had already established colonies in Santa Fe, New Mexico (1610), San Antonio, Texas (1718), and Los Angeles, California (1781) (Ruiz, 2006). From the beginning of their establishment these colonies were all heterogeneous, representing a wide range of the colonial caste system with origins ranging from, Spanish, African, and indigenous ancestries (Ruiz, 2006). The signing of the Treaty of Guadalupe Hidalgo in 1848 marked the end of the Spanish and Mexican frontier era along with the Mexican-American making the Rio Grande the border between Texas and Mexico (King, 2000).

The Treaty of Guadalupe Hidalgo marks a significant transformation for both the American and Mexican populations of North America. In the example of the United States' successful conquest of the

Texas colony, the land within Mexico's borders was cut in half and as a result they lost between 75,000 to 80,000 of its colonist-citizens, the majority of which residing in the lands now known as New Mexico (King, 2000). As a result, the Latinos that remained on the United States' side of the border became second-class citizens, being stripped of their land, political power, and cultural entitlements. The acquired large population of Mexican-Latinos with deep roots already established in the lands of the United States would become the epicenter of Hispanic population growth that continues today (King, 2000).

The year 1898 marks the success of U.S. intervention in the Filipino-Cuban-Spanish-American War and by wars end the United States had freed a number of Spanish-colonies who gained their independence from Spain, but at a cost. For example as a result Puerto Rico will eventually become a colony of the United States and their people received limited citizenship, which in turn drove the influx of Puerto Rican laborers arriving in this country, especially during The Chinese Exclusion Act during the early 1900s (Ruiz, 2006). Cuba along with Puerto Rico contributed to a large influx of immigrants but much later in time when compared to both Mexican and Puerto Rican Immigrants. Before the year 1959 over 200,000 Cubans moved to the United States in search of employment and overall better economic opportunities. After the start of The Castro Revolution and Cuba's fall to communism in 1959, the United States became the refuge of over 700,000 Cuban immigrants shortly after the communist regime began in Cuba (Alitarriba & Bauer, 1998).

The second class treatment of all Hispanics would continue through the turn of the century until the conclusion of World War II (Ruiz, 2006). Approximately five hundred thousand Latinos served in World War II and this figure does not include the hundreds of thousands of laborers who supported the war effort. The year 1948 marks the emergence of Hispanic civil rights with the catalyst of World War II that ignited the fire of other oppressed groups fighting for civil rights within the continental United States. The California case of *Mendez vs. Westminster (1947)* ruled in favor of abolishing segregation of

Latino-Americans in California school systems becoming a foreshadowing case used in the monumental victory of *Brown vs. The Board of Education (1954)* (Ruiz, 2006). This event marked the emergence and equal treatment of all Hispanic-Americans in the United States as this broad culturally demographic becomes a commanding force in the growth of American population and consumerism today.

### **The Hispanic Demographic**

One of the main reasons Hispanics are considered such a desirable consumer market is their accelerated population growth. According to Ennis et al. (2011), more than half the growth in the total population in the United States between 2000 and 2010 was due to the increase in the Hispanic population. Within this decade the Hispanic population grew by more than 15.2 million persons, at a rate of forty-three percent. These facts alone demonstrate that the Hispanic population is growing at a rate larger than any other demographic and has shown no signs of slowing down (Ennis, Rios-Vargas, & Albert, 2011). Today there are over 50,477,594 citizens with Hispanic origins living in the United States, not including the number of illegal immigrants who may have not completed the census. Over half the population of Hispanics living in the United States reside in the states of California, Texas, and Florida. Other states that reported having a high number of Hispanic residents included New York, New Jersey, Illinois, Arizona, and Colorado. These eight states make up seventy-five percent or 37.6 million Hispanics that live within our nation (Ennis et al., 2011). Of this 50,477,594 about three quarters of the individuals who completed this survey described themselves as having either Mexican, Puerto Rican, or Cuban origins (Ennis et al., 2011). As a result it is easy to see that that the Hispanic demographic within the United States cannot be considered homogeneous when referring to ethnic origins. When moving through the analysis of *ESPN Magazine* and *ESPN Deportes* it will be critical to further explore whether or not these publications target these three specific ethnic groups of Mexican-Americans, Cuban-Americans, and Puerto Ricans simply because they make up the majority.

In order to conduct research dealing with these specific groups of Hispanics it is important to understand preferences and characteristics of Hispanic consumers, specifically in consuming sport that may differentiate them from the average White individual. It would be ignorant to believe that Hispanics do not have the disposable income or buying power to be considered a strong potential market, because this is simply untrue. The 2011 United States Census data reveals that the buying power of the Hispanic population within our country is set to exceed \$1.2 trillion dollars in the coming year (Ennis et al., 2011). This number indicates that the Hispanic population has an enormous buying power strength that truly any business could benefit from if effort is put forth in marketing to the demographic directly.

It is also very important to note that the Hispanic population is a relatively younger demographic group when compared to the White majority. When examining the information from the most recent census completed at the end of the 2010 decade, the poll counted roughly 13,229,081 Hispanic householders in the United States in 2010 (U.S. Census Bureau, 2010). Out of these 13,229,081 Hispanic householders, the majority, approximately 50%, fell within the 25-44 age range. The largest age bracket for White individuals, 44-64 years of age, constitutes 41% of the householders for this population. The elderly population shows an even greater disparity with 10% of Hispanic householders being over the age of 65 in comparison to 20% for the White demographic of this age bracket (U.S. Census Bureau, 2010). This information represents a significant disparity showing that on average the majority of Hispanic householders are younger within the United States when compared to Whites (U.S. Census Bureau, 2010).

### **Hispanic Values**

While it has already been stated that the Hispanic population is a heterogeneous group in general with varying origins and time spent in the United States, there are specific values that the majority of this demographic have in common, especially those with Mexican, Cuban, or Puerto Rican origins. Family and family-cohesiveness play a significant role in the general population of Hispanics by

creating a sense of security and self-confidence, especially for those who have recently migrated (Altarriba & Bauer, 1998). Because of this respect for family and the importance of family reputation it is very common for households to include members outside the nuclear family.

This value in family can explain the disparity between Hispanic and White householders over 65 years of age bracket in the United States because it is very common for the grandparents of at least one side of the family to live in the house of their sons or daughters (Johnson, Schwiebert, Alvarado-Rosenmann, Pecka, & Shirk, 1997). With the value of family ranking high in importance for the majority of Hispanic-Americans it can also be inferred that a number of these older Hispanics are first generation immigrants and are now being supported by the second and third generation of their family who have had a better opportunity of being educated and assimilating into American culture (Johnson et al., 1997). The main takeaway from this information is that when sport marketers target advertising to the younger Hispanic householders it is very likely that they are reaching the over 65 Hispanic demographic as well. This provides a unique opportunity for marketers to reach multiple generations of Hispanics within one single household. It is important for sport marketers to use this simple data provided by the United States government because understanding Hispanic culture is a key point for sport marketers to construct successful and effective marketing strategies.

Another value important in the lives of the traditional Hispanics living within the United States is religion, which provides an outlet to maintain cultural identity. The majority of Hispanics are Catholic but there are also groups of Protestants existing in communities in the United States (Altarriba & Bauer, 1998). In a survey completed by Hunt (2000) in determining religious affiliation of Hispanics, she documents that roughly 77% of Hispanics consider themselves practicing Catholics. Only 16% of Hispanics claimed to be Protestants, with the remaining 6% practicing other religions. With this information it can be inferred that Sundays for many Hispanics is a day for worship and family interaction. For sport marketers the relevance of this can be applied to the ideas of reaching this

demographic during days of worship, specifically on Sundays. Inferring that family interaction is at a high frequency during this specific day a sport league such as the NFL, who schedules an majority of its games on Sundays must realize that their marketing strategies are capable of reaching a high number of Hispanics in a single household.

The last and most obvious value of Hispanics that is retained in many family households is the use of the Spanish language. The majority of first generation Hispanics living within the borders of the United States use Spanish as their main language to communicate. As second and third generations enter into the American school systems they are likely to switch between both Spanish and English (Altarriba & Bauer, 1998). As ethnically strong Hispanics begin to use English more regularly in their daily lives it opens to the argument of acculturation, or the cultural influences of a different host country that can alter immigrant's ethnic values into more conformed norms that exist within that host country. For marketers attempting to reach this specific demographic they must first understand the ideas of acculturation and whether or not English or Spanish will be more effective in reaching specific groups that make up the broad Hispanic demographic coded by the United States government.

### **Acculturation**

Davis states that roughly 1,500,000 legal and illegal immigrants enter this country each year with the vast majority of them belonging to the Hispanic persona (2009). Over the history of our country the government has instituted alternating policies allowing Hispanics to enter this country as citizens. In times of need for larger workforces or economic growth policies have been more lenient and tolerated and in times of economic recession public backlash of anti-immigrant feelings has caused the government to respond with more restrictive policies (Davies, 2009). While the government can restrict the amount of Hispanics entering this country the fact remains that the five and a half million Hispanics that call the United States their home are not going to uproot and relocate themselves back to their

homelands. Immigrants fuel productivity in this country by providing cheap and flexible labor markets that ultimately raise the standard of living for the rest of the population (Davies, 2009).

Wilson (2007) describes acculturation as the process of cultural and psychological change that results from being introduced and remaining in close contact with other cultures. Some view acculturation as the polar opposite of ethnicity, because the process can alter your personal beliefs and actions into the cultural norms present in your surrounding environment (O'Guinn & Faber, 1985). This signifies that as Hispanic families grow within the United States, the second and third generations of these families are exposed to more American experiences. Thus future generations of Hispanic families will be influenced more by American culture than their ancestors coming from the homeland may have been. Wilson (2007) reveals a way to determine if an acculturating group is integrating into American society is by asking two simple questions. "Is it of value of the acculturating group to maintain their cultural identity and characteristics?" and "Does the acculturating group look to maintain a relationship with its host country [United States]?" (Wilson, 2007, p. 69). If both of these questions are answered with a "yes" it signifies that as these individuals are retaining their cultural beliefs and language while at the same time integrating themselves into the population at large (Wilson, 2007).

### **Influences of Acculturation in Media &Marketing**

In relation to the Hispanic demographic the authors, O'Guinn and Faber (1985) ask themselves if the effects of acculturation will cause the Hispanic market split into a subculture segment. These subculture segments differentiate between those Hispanics who entered into mainstream consumerism through acculturation and those who have not by retaining their homeland cultural values and preferences. Immigrants have been described as being either ethnically-bound or acculturated with no in-between but as we have become to understand the ideas of acculturation there is definitely a middle ground of bicultural acceptance. These subgroups may differ in buying preferences so it has been a

growing importance to understand to what degree acculturation affects consumerism (O'Guinn & Faber, 1985).

In a study completed by Ajorna, Shah, Tinivelli, and Weiss (1998) they claim that the traditional approach when marketing to Hispanics was to segment the market into two separate groups. Ethnically strong Hispanics, who only spoke Spanish and those who were considered assimilated English-speaking Hispanics. Unfortunately many businesses make two big mistakes, one by inferring that the English-speaking Hispanics are not much different from the general public, and two by overlooking the majority of the Hispanic population within this country who has become acculturated and speaks both Spanish and English (Ajorna et al., 1998).

Ajorna et al. (1998) split the Hispanic market into three groups, labeled isolated, acculturated, and assimilated. Of these three groups the largest was documented to be the Hispanic acculturated demographic making up 57% of the total market, and on course to take 67% of the market by the year 2010 (Ajorna et al., 1998). Within these three separate groups significant distinctions were made to help understand the differences between these subgroups. For example, isolated Hispanics are considered to be mainly first generation immigrants having very little time spent in the country that commonly live in dense Hispanic neighborhoods that influence their ethnic background and promote the use of Spanish exclusively which in turn will shield against assimilation (Ajorna et al., 1998). Hispanics who are considered acculturated are for the most part U.S. born or long term residents and use both English and Spanish when communicating and consuming media. The assimilated group of Hispanics are individuals who are fourth generation citizens and beyond who rarely if ever communicate and consume media in Spanish (Ajorna et al., 1998). Using these distinctions this study will examine sport media published in Spanish to determine whether or not the sport figures, and teams presented by the media are influencing acculturation of Hispanic-Americans or remaining ethnically traditional by featuring more Hispanic sport figures.

### Hispanic Consumers in Sport

While having a strong status as a minority in the United States there is very little known about Hispanics and the sociological motivation factors that drive them to consume sport. Soonhwan Lee, Hongbum Shin, and Takahiro Shinchi (2010) examined the relationship between spectators' demographic characteristics and customer behavior with sixteen sociological motivation items (i.e., escape, gambling, pump, beauty, feeling, friend, form, family, stress release, crowd, artistic value, part of life, group, pleasure, image, and community). This study outlines the basic sport consumer preferences that exist within the Hispanic culture and allows marketers to understand the differences that exist between demographic barriers.

According to Lee, and his co-authors, the top sport preferred by Hispanics was international soccer acquiring 30.8% of the vote, with the MLS coming in a close second gaining 21.7% of the vote (2010). The NBA was recorded as the third most popular acquiring 16.6% of the votes, while the MLB and boxing tied with 7.4%. The remaining information showed that both the NFL gaining 6.3% of the vote and NHL only acquiring 1.1% were at the low end of the spectrum of Hispanic sport fan preferences (Lee et al., 2010).

Although it may not be shocking that the top preference in the previous example was the sport of soccer, a study completed by Harolle and Trail (2007) claims that a marketer cannot simply infer that ethnically strong Hispanics are fans of soccer. The findings of these two authors concluded that neither the level of ethnic identity nor the level of acculturation influenced the level of identification with soccer (Harolle & Trail, 2007). However the study also concluded that American culture has an influence on one's identification with American sport in general, using the increased popularity the National Football League as an example. This finding indicates that as the amount of time spent in the United States increases so does one's identification with American culture and as one begins to assimilate into our culture their identification as a sport fan also increases (Harolle & Trail, 2007). In conclusion Harolle and

Trail state "Marketing campaigns may want to target Latinos who are highly acculturated in order to maximize sport consuming behavior" (2007, p. 249). Using this study it can be concluded that sports media should feature more acculturated sport figures in order to reach the majority of Hispanic sport consumers, those which speak both Spanish and English and more likely influenced to consume sport.

Based on existing literature, it is now understood that the Hispanic demographic is very different when looking at specific individuals because of the vast number of origins that are simply placed under the broad governmental coding of Hispanic. The effects of acculturation and time within the United States can alter even the most ethnically strong values and preferences. This study reviews two magazine publications of ESPN Corporation, considered the largest and most influential sport media company in the United States. Specifically, this research will aim to determine if their Spanish language product extension of *ESPN Deportes* promotes acculturation by featuring more American sport figures or ethnic tradition by featuring more Hispanic sport figures. The sport in general featured on the cover will also be taken into account as it has been noted that some sports are more popular depending on the culture. With the information presented above it can be predicted that *ESPN Deportes* will promote American sport acculturation to Hispanic-Americans by featuring more Americanized sport figures and teams on the cover of their magazine that promotes the assimilation into American sport consumerism.

## **Method**

### **Sample Selection**

To conduct this study of acculturation influences of American sport media the appropriate publications were first selected. The publications used in this content analysis were *ESPN Deportes* and *ESPN The Magazine* as a base. As previously stated acculturated Hispanics consume media both in Spanish and English, therefore it was important to collect data from both Spanish and English publications to have a base to make comparisons. It is also important that the publications came from the same source because as it can be inferred that the business practices, strategies, and mission of the

company are the same throughout. Additionally it was also important to make comparisons of the two publications from the same year so that comparisons are similarly contextualized within world and sport events of that time period. This study examined the publications of both *ESPN Deportes* (n= 13) and *ESPN The Magazine* (n=24) during the calendar year 2011. The Spanish publication of *ESPN Deportes* made its debut in the year 2005 and normally produces eleven issues per year (Ourand, 2008). As you are able to see this study observed thirteen covers of *ESPN Deportes* because two of the eleven issues had two different cover athletes that were featured alternately depending on the geographic region of publication distributors. The magazines were analyzed using the covers of the publication, and what sport and specific sport figure is featured on each issue. The focus of this study was on the covers of the publication because it was inferred that the cover of the magazine is the specific image the marketers of ESPN use in order to draw the reader in to hopefully purchase the magazine.

### **Variables of Interest**

A total of five variables were used to code the magazine covers of these two separate publications. Three of the five variables both publications had in common while the other two were unique to *ESPN Deportes* only in order to more precisely determine the level of acculturation influences. For both magazines the date was included in order to draw connections between the two publications that had similar sport figures on the cover during the same points of the year. The first variable examined between the two publications was whether or not the cover featured multiple athletes. If it was observed that the cover featured more than one athlete it was documented. The second variable that was examined for both publications was whether or not a single sport figure was present on the cover at all. The third and final variable examined for both publications was the sport featured on the cover. Determining whether or not *ESPN Deportes* promotes acculturation of American sports this variable was extremely important in order to draw comparisons between the publications to determine what sports are most commonly used to market the magazines to the public.

When examining the publications of *ESPN Deportes*, two additional variables were noted. The first being the specific origin or birthplace of the player presented and the second the location of the league or team pictured in the shot. Since only one year of the publication was able to be recovered the study documented all racial origins of the present sport figures featured on the cover. The study will focus on the three Hispanic origins of Mexican, Puerto Rican, and Cuban specifically because they make up the majority of Hispanic-American origins within this country. The final variable within *ESPN Deportes* content analysis of the covers was the examination of the location of the league in which the athlete or sport figure is pictured representing. For example if a Mexican soccer player is pictured wearing his international team jersey it was documented as the athlete representing Mexico. If that same athlete was pictured wearing a jersey of a European soccer club it was noted he was representing the soccer leagues that exist in Europe, and finally if no logo of a sport franchise or club was picture with the athlete it was coded as being unidentifiable. Along with these general variables of interest observations concerning the covers of the publications were also made on topics such as the limited Hispanics featured on *ESPN The Magazine*, and lack of females featured on both magazines.

### **Data Collection Procedure**

When collecting data this study first examined the online digital archive of *ESPN The Magazine* gaining access through a subscription purchase. The covers of *ESPN Deportes* from 2011 were recovered from both websites of zinio.com and facebook.com. *ESPN Deportes* began publication in the year 2005 and only produces eleven issues per year so there are substantially less covers for this magazine in comparison to *ESPN The Magazine*. After the collections of issues were recovered an examination of all variables was completed, focusing specifically on the origins of the figure presented, sport represented, and league represented. All sport association, racial origins of players, and host country of leagues where researched using the official team websites.

### **Data Analysis Plan**

While only looking at one year of publications for both magazines the pictures of the covers were placed in a PowerPoint document side by side in order to make direct comparisons to the covers in the specific time period of that year. This strategy was important to execute in order to see if there was a moment in sport that was impactful enough to grace the covers of both magazines. Being that *ESPN The Magazine* produces an issue every two weeks multiple issues of the magazine were used to make comparisons to the monthly edition of *ESPN Deportes* in order to determine whether or not the same sport figure was present on both publications in relatively the same time period. It should be noted that some issues of *ESPN Deportes* had more than one cover for a specific month that changed depending on the region the country the magazine was being sold in and all of these covers that fell under this certain description were still taken into account. The comparisons of the frequencies of sport presented on the cover were analyzed in order to determine how common or uncommon specific sports are presented on the magazines. One of the most important determinates of acculturation is whether or not *ESPN Deportes* is featuring mainly Hispanic-Americans participating in American leagues or if they have a higher frequency of presenting Hispanics participating in leagues outside of the United States.

### **Results**

When looking at the covers of *ESPN Deportes* several things stand out in comparison to its counterpart of *ESPN The Magazine*. The first being that in the 13 issues of *ESPN Deportes*, multiple athletes graced the covers of the magazine 31% of the time. For example on the 2011 October edition of *Deportes* Frank Lampard, Wayne Ronney, Juan “Chicarito” Hernandez, and Luis Suarez all graced the cover representing their respected English Premier League Soccer clubs. Notably Lampard, and Rooney both hail from Great Britain while Hernandez has a Mexican background and Suarez is Uruguayan. Whether that it is to generate more interest by featuring some of the Non-Hispanic stars of league is unclear but it does provide some evidence of how European soccer has a far reaching grasp on fans outside its own continent.

Another observation made differing the two publications is the fact that *ESPN The Magazine* places no sports figure on their cover 29% of the time when *ESPN Deportes* places at least one sport figure on the cover 100% of the time. *ESPN The Magazine* appears to be the more casual of the two publications, judging from the cover shots. *ESPN The Magazine* uses computer generated images of things related to sport on some of their covers instead of just specific sport figures resulting in a more relaxed almost “Pop-culture” impression when comparing to *ESPN Deportes* side by side. The March 7<sup>th</sup> 2011 cover of *ESPN The Magazine* shows an animated picture of a concessions vender typically found at any type of sporting event. At the top the title of “The Fiction Issue” lines the heading and instead of vending concessions the vender is handing out books to fans in the stands concerning all fictional stories or myths that exist in the game of sport today. Another example that shows the “pop-culture” side of *ESPN The Magazine* can be found in the March 21<sup>st</sup> 2011 issue of *ESPN The Magazine*, the cover shot of Chicago Bulls point guard, Derrick Rose. Instead of Rose being pictured in his uniform playing basket he is dressed in trendy black clothes from head to toe with the title of “Style Report” across the picture. Whether the issues really deals with the dress clothes of athletes or is using a play on words to describe Rose’s play on the court is unclear. One this is for certain though, a low level consumer of sport would most likely not even know what sport the magazine was representing let alone know who the athlete represented specifically is.

Almost every cover of *ESPN Deportes* from the year 2011 presents soccer in some way whether it is with other athletes of different sports or only soccer itself. This single fact is allows one to argue that *ESPN Deportes* remains relatively tradition, ethnically by featuring the sport most popular throughout the culture very frequently. Appendix A allows us to see that sport figures representing the sport of soccer appeared on *ESPN Deportes* covers’ 73% of the time, compared to *ESPN The Magazine* where soccer only appeared on the covers 5% of the time. One example that also represents ethnic tradition of Hispanic sport preferences is the March 2011 issue picturing Mexican boxer Juan Manuel Marquez; a

sport very popular within Hispanic culture. Other sports present on the covers of *ESPN Deportes* included Baseball (14%), Basketball (4%), Boxing (4%), and Other (4%). The sports featured on the covers of *ESPN The Magazine* were slightly more diverse showing football most frequently at 32% of the time along with Baseball (21%), Basketball (16%), Boxing (5%), Tennis (5%), Soccer (5%), NASCAR (5%), and Other (10%). Looking at the complete 2011 collection of *ESPN Deportes* covers very few or if any at all sports were featured that would argue acculturating influences such as American football or NASCAR were not present on the covers at all.

When looking at the two variables only conducted using the covers of *ESPN Deportes* additional information was found to help mold a proper conclusion in determining acculturation influences. When examining the specific origins of players presented on the cover it was found that Mexican sport figures were pictured 45% of the time along with Argentinean (14%), Uruguayan (9%), Dominican (4%), Spanish (4%), Venezuelan (4%), Columbian (4%), Ecuadorian, Puerto Rican (0%), Cuban, (0%), American (0%), and Non-Hispanic (9%). The second of the two variables geared specifically towards *ESPN Deportes* was the league location in which the figure was photographic representing. As previously stated in the data collection segment determination of league location was documented based on logo or jersey the sport figure was specifically representing in the cover shots. Of the thirteen covers, observed for *ESPN Deportes* 32% of the sport figures were pictured representing America sport leagues, 14% Mexican leagues, 4% Argentinean leagues, and 23% European leagues. The remaining 27% of the covers were document as being unidentifiable if the league or team was not able to be identified by simply looking at the cover. For example the February 2011 cover of *ESPN Deportes* features Diego Forlan, an Uruguayan soccer player who competes in Europe. The snap shot shows Diego in a suit and tie casing his issue to fall under the coding of unidentifiable. The

### Discussion

The Hispanic culture that is present most frequently is certainly athletes of the Mexican descent. Being the largest population segment of Hispanics living in this country could explain that this magazine is attempting to appeal to the largest fan base in hopes of maximizing profits. What is most surprising about the results of this study is the fact that neither a Puerto Rican or Cuban athlete was featured on any of the *ESPN Deportes* covers of 2011. As it has been noted that 75% of the Hispanics living in the United States describe themselves as having either Mexican Puerto Rican or Cuban origins it is quite alarming that two out of the three largest demographics did not have an athlete represent their culture in 2011. One explanation for these phenomena could be the friendly relationship we have with Puerto Rico and the not so friendly relationship we have with Cuba. Most recently within the last two years ESPN has begun publishing a Puerto Rican version of the *Deportes* magazine that features almost strictly Puerto Rican athletes or athletes whom participate in the sport leagues of Puerto Rico on the cover. This may explain the lack of Puerto Rican athletes within the broader audience of the *ESPN Deportes* publication.

When comparing the covers of *ESPN Deportes* to *ESPN The Magazine* it is unfortunate that no cover athletes coincide to argue a sporting figure or team that has become a universal sensation across cultures. Overall when examining the flagship *ESPN The Magazine* it is dramatically apparent that the publication is far more developed. While producing over double the issues in comparison to *Deportes* the covers of *ESPN The Magazine* almost always have some type of photo enhancement to them while *Deportes* presents snap athletes in uniform posing with a straight face. An example of this enhancement can be found in the April 4<sup>th</sup> 2011 edition of *ESPN The Magazine* picturing Cincinnati Reds pitcher, Aroldis Chapman. The cover shot depicts Chapman right before he is about to go through his release from the mound but special affections such as the ball in his hand glowing with fire and what appears to be an outer shell of the pitcher breaking off of him are examples of the enhancements you can observe

when examining the covers of *ESPN The Magazine*. Additionally *ESPN The Magazine* seems to address the topic of pop culture in sports by publishing issues dedicated to fans, the body, style, and sport fiction on a regular basis. This may also explain why *ESPN The Magazine* has fewer covers featuring athletes than *ESPN Deportes*. Overall the covers of *ESPN The Magazine* appear to be much more colorful and casual while the covers of *ESPN Deportes* are much more formal and serious by presenting athletes in stiff straight-faced poses.

One source that was discovered during this research was a survey completed by ESPN Sports Poll cited in an article written by Senior Writer, Bill King in the April 2009 edition of Street & Smith's Sports Business Journal. This article contributed to the prediction that *ESPN Deportes* would feature acculturated sports or sport figures than ethnically traditional ones. ESPN Sports Poll, who completed the survey cited in partnership with TNS Sport and Sponsorship. The study completed 3,000 interviews with Hispanic Americans in both 2007 and 2008, with 85% of the interviews being conducted in Spanish (King, 2009). The study found that among the major U.S.-based sports properties that are the most popular among 2008 *ESPN Deportes* Report respondents, only the NFL and college football have seen gains in avid fans over the past two years of surveying. This signifies an increase of Hispanic sports fans that identify with the NFL, while other sports leagues such as Boxing and The MLS have witnessed a decrease in avid fans over the course of the past few years (King, 2009). With the survey completed for the benefit of the ESPN Corporation in understanding what Hispanic fans today are excited about it was expected that ESPN has used this information when forming future marketing strategies that target this groups. Unfortunately this study discovered a higher frequency of MLS sport figures while zero American football or college football cover shots were observed within the 2011 *ESPN Deportes* collection.

While *ESPN Deportes* featured more sport figures representing American sport leagues (32%) they remained tradition to Hispanic roots by featuring all athletes born in Hispanic countries except for

two European soccer stars hailing from Great Britain. Additionally *ESPN Deportes* remained ethnically tradition by featuring mainly only sports that are popular within their culture such as soccer, baseball, and boxing.

### **Conclusion**

When looking at the statistics of sport type represented you can see that *ESPN The Magazine* covers a wider range of sports with its cover shots in comparison to *ESPN Deportes*. In order to cater to this unique demographic *ESPN Deportes* has geared their marketing to plan through cover athletes to represent more ethnically tradition Hispanic sports and sport figures. With the largely skewed amount of soccer sport figures present on covers, and the absence of U.S.-born Hispanic sport figures you can conclude that *ESPN Deportes* does not promote the acculturation of American sport culture but rather presents a traditional diversity of Hispanic-born athletes, whom of which compete all over the world. Allowing the Hispanic-American fan to gain similar sports insight and news coverage that a Hispanic would receiving living in their native country.

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Appendix A

**ESPN Deportes (n=22)**

**ESPN The Magazine (n=19)**

Cover figure Sport Representing

Football	0%	32%
Soccer	73%	5%
Baseball	14%	21%
Basketball	4%	16%
Boxing	4%	5%
Tennis	0%	5%
NASCAR	0%	5%
Other	4%	10%

n= # of Sport Figures

**ESPN Deportes (n=22)**

League Represented

United States	32%
Mexico	14%
Argentina	4%
Europe	23%
Not Identifiable	27%

**ESPN Deportes (n=22)**

Origin of Sport Figure

Mexico	45%
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Argentina	14%
Uruguay	9%
Dominican Republic	4%
Spain	4%
Venezuela	4%
Columbia	4%
Ecuador	4%
Puerto Rico	0%
Cuba	0%
United States	0%
Non-Hispanic	9%