

**PR PROFILE: Gabriel Reyes, Reyes Entertainment**

By: Bianca Cruz

This month's PR Profile is Gabriel Reyes, president of Reyes Entertainment, a leading communications firm specializing in public relations, marketing and event production. Gabriel Reyes is a nationally-renowned figure in the areas of entertainment publicity, promotions and special events. A leading Hispanic market expert, Reyes specializes in bilingual campaigns across the Spanish and English-language markets.

**Are you originally from the U.S.?**

I was born in Mexico and went to school until the 6th grade in Mexico. My family moved to Texas when I was 12 years old.

**What is your educational background? Did you attend a University or College, and if not, how did you end up in the business of public relations?**

I took a Bachelors of Fine Arts from The University of Texas at Austin with a concentration in acting/directing. I moved to New York City after graduation and began a career as an actor. The lack of opportunities of Hispanic actors prompted me to seek a career in communications.

**How is your family life? Does your job interfere with it?**

I have a loving and peaceful family life and my job interferes with it constantly. I'm lucky to have a very understanding and caring partner who forgives most of my transgressions.

**How well do you speak/write Spanish? Is it your first language? If not, are you making an attempt to improve your Spanish language skills? Are you fluent in another language?**

I write/read Spanish very well. It was my first language but since most of our lives in the US are in English, sometimes my Spanish suffers. I'm still more comfortable speaking English than Spanish. I also speak a little French.

**What are your day-to-day duties? What is the most exciting part of your job?**

My day-to-day duties include everything from managing my staff to interfacing with clients as well as journalists and editors. My day also includes administrative tasks relating to my business. The most exciting part of my job is when I am able to achieve high-profile, value for my clients and their products.

**What do you think has molded you into such a successful Hispanic figure? Is it a personality factor? Is there something or someone that drives or pushes you to be successful? How did you get to be where you are today?**

The first thing that has molded me is my curiosity and thirst for all kinds of knowledge. I also have an outgoing personality and my belief in the betterment of Hispanic communities and my passion to break down cultural and language barriers drives me to keep trying to achieve better things with a higher purpose.

**Do you have a mentor or someone you look to for guidance? Is there an unforgettable lesson someone has taught you?**

I suppose there have been people in my life that I've looked up to from time to time. Nely Galán, my first boss in LA teaches me self-reliance and self-empowerment. George Lopez constantly teaches me that we can turn our "sad upbringing" into golden opportunities because some of the traumas in our childhood have actually made us stronger and more able to appreciate the blessings of life.

**Why did you decide to launch your own company? Is there something that makes your firm unique? What is the firm's vision? What is your client service mantra or key initiative?**

I decided to launch my own company after I began to achieve some success with one client and others began to call and ask me to represent them. My firm is unique in that all our media outreach and communications is bilingual and we aim to cover both English and Spanish-language markets for our clients. Our client service mantra: Break down cultural and language barriers to achieve highest value for our clients.

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Gabriel Reyes

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**Who are some of the firm's clients and current campaigns you're launching or working on?**

Reyes Entertainment recently became the agency of record for SI TV, the first English-language cable network targeting young Hispanics. We are currently working on corporate as well as consumer campaigns as their programs begin to launch this Summer and Fall.

**Describe the most effective marketing campaign you've ever participated in.**

There are several effective marketing campaigns that I've worked on before. We achieved great success marketing Fox Home Entertainment's launch of *Master and Commander* on DVD. We delivered an impressive list of media hits and radio and TV promotions in both English and Spanish.

**What are some unique issues you face marketing to Hispanics and ethnic groups generally?**

The Hispanic demographic is not monolithic and there are many nuances as we move throughout the community geographically and culturally.

**Who do you believe are today's innovative Latino leaders/influencers (in general)?**

Today's Latino influencers are people like Jeff Valdez, CEO of SI TV, who believes that we should Speak English but Live Latin. There's Nely Galán who's entrepreneurial spirit is inspirational as well as Christy Hanbegger, founder of *Latina Magazine* who recently served as executive producer for the film *Spanglish*.

**What is your favorite Hispanic web site for news and why?**

My favorite Hispanic web site for news is Yahoo en Español because of its wide range of topics.

**Tell us something interesting about you personally that would surprise other people that don't know you well.**

I studied ballet and modern dance for 15 years.

*"My firm is unique in that all our media outreach and communications is bilingual and we aim to cover both English and Spanish-language markets for our clients!"*  
—Gabriel Reyes

**LatinClips Launches PR Industry's First True Ad Equivalency Measurement Tool 'TrueVal'**

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"We're excited to make 'TrueVal' available as the first of several measurement tools we're creating to support PR and marketing communications professionals," said LatinClips' CEO Christine Clavijo-Kish. "We keenly understand the need to deliver proven results in any marketing program, in particular for specialized efforts such as Hispanic market communications. Only real results can lead to increased future budgets. We anticipate our products will help meet those needs."

Papel Media coordinates national advertising buys and offers a unique ad spending database – "Papel Media Tracking System" specific to the U.S. Hispanic print market.

The strategic partnership enables both companies to offer broader expertise in the Hispanic marketing sector.

"In today's ROI-driven marketing world 'TrueVal' will definitely shed more light on the overall value of campaigns," said John Trainor, CEO of Papel Media Network. "Giving clients a better understanding of how to maximize their resources allocation," Trainor added. "We are thrilled with this truly synergistic alliance as delivering measurable results is the core of our business."

For additional details about "TrueVal" and other news and opinion monitoring services contact LatinClips at (305) 971-8687 or visit latinclips.com. For more details regarding advertising-related services from Papel Media, call 312-261-5578 or visit their site at papelmedia.com

