

(2010) Mariana Marcaletti. "Telenovelas Take the Internet by Storm." *Buenos Aires Herald*, December 10.

<http://www.buenosairesherald.com/BreakingNews/View/53681>

(2010) "Experto prevé que para 2017 se verán mas series en celulares que en televisión." ("Expert Forecasts that by 2017 People Will Watch More Series on Cell Phones than on TV" *Emol.*, September 13.

<http://www.emol.com/noticias/todas/detalle/detallenoticias.asp?idnoticia=435931>

(2010) "In 2017 More Series in Mobile." *Technology News*, September 13.

<http://www.technoinfonews.info/2010/09/in-2017-will-be-more-series-in-mobile.html>

(2010) "En 2017 se verán mas series en celulares que en televisión según un experto." ("By 2017 People Will Watch More Series on Cell Phones than on TV According to Expert" *ABC Hoy: Tecnología (Agencia EFE).*, September 13.

<http://www.hoytecnologia.com/noticias/2017-veran-mas-series/198315>

(2010) Marcelo Stiletano, "América Latina piensa una mejor televisión pública." ("Latin America Foresees Better Public Television, According to Lorenzo Vilches and Tomás Lopez-Pumarejo" *La Nación.*, September 13.

<http://www.lanacion.com.ar/1304014-america-latina-piensa-una-mejor-tv-publica>

(2010) Invited Academic Speaker: "Serial Fiction and the New Media." *2010 International Television Festival and Market* (fynti.mdp). Mar del Plata, Argentina, Sept. 14.

(2009) Round Table: "Global Markets: National Stories" in: *Seminar: New Markets and Fiction Content for the Crisis*, School of Communications Sciences, Autonomous University of Barcelona, Spain, April 2.

(2008) Quoted in: "GE apuesta por telenovelas mexicanas" ("General Electric Bets on Mexican Telenovelas") *CNN-Expansión.com*, November 3.

<http://www.cnnexpansion.com/expansion/2008/11/03/una-reinvencion-de-telenovela>

(2008) Seminar OBITEL Yearbook 2007, Sponsors Globo Network (Globo Universidade) and University of São Paulo: *Culturas e mercados da ficção televisiva em países ibero-americanos (Cultures and Markets of Fiction in Ibero-American Countries)* Lecture: on U.S. Spanish-Language Television, Rio de Janeiro, Brazil, June 23-25.

(2007) Panel of Experts Member: *First OBITEL International Course: Production, Reception and Observation of Television Fiction [Primer curso internacional de OBITEL: Producción, recepción y observación]*, Universidad de Guadalajara, Jalisco, Mexico, September 26-28.

(2007) Keynote Speaker: "The Horse in Puerto Rican Culture: On Communication," ["El caballo en la cultura puertorriqueña como elemento

comunicativo”] Opening of lecture series of the art exhibit: *The Horse in Puerto Rican Culture*, Museum of the Americas, Old San Juan, Puerto Rico, February 10.

(2006) Panel of Experts Member: OBITEL seminar at *FELAFACS (Latin American Federation of Social Communication University Programs Conference)* at Universidad Javeriana, Bogotá, Colombia, September 25-28.

(2006). Radio show: *The Business* on KCRW, a National Public Radio station (Santa Monica, CA, 89.9 FM) titled, “A Killer Life; Telenovelas,” October 1.

(2006). *Boston Globe*, “A new series with a novel approach,” September, 24.
http://www.boston.com/ae/tv/articles/2006/09/24/a_new_series_with_a_novel_approach/

(2005). *Boston Globe*, “Networks eye telenovelas, a hit in Latin America.” December 22.

http://www.boston.com/ae/tv/articles/2005/12/22/networks_eye_telenovelas_as_a_hit_in_latin_america/

Article reprinted in the *La Revista del Guion: Guionactualidad* of the University of Barcelona, January 2, 2006.

http://antalya.uab.es/guionactualidad/article.php3?id_article=1233

(2005) Panel of Experts Member: Second Seminar, Ibero-American Television Fiction Observatory (OBITEL): *Telenovela: Research and Production [Telenovela, pesquisa e produção]* School of Communication and Arts, University of Sao Paulo, Brazil, November 4.

(2004) Panel of Experts Member: “The Spanish Fiction Industry in the United States,” *Los del Este: Eastenders Installation at the Lawrence O’Hana Gallery of the London Royal College of Art: Discussion on Resonance FM* (a London-based art radio station), broadcast at London, England, October 28.

(2004) Guest Scholar: “The U.S. Spanish Television Networks, Serial Drama and the Hispanic Market,” Department of Modern Languages, Literatures and Cultural Studies, University of Central Oklahoma, Edmond, Oklahoma, June 17.

(2003) Keynote Speaker: “Global Trends in Telenovela Production” [“Tendencias globales en la producción de telenovelas”] at: *Instituto de Investigacion de la Telenovela*, a Guggenheim Museum Education Division Installation at the 2003 *Havana Art Biennial* (Cuba), November 10.

(2000) Panel Chair for the Philosophy of Communication Division, *Latino/a/ Caribbean Cultural Formations, 50th International Communication Association Conference*, Acapulco, Mexico, June 2.

Grants and Awards

2013- Best Conceptual Paper: "Webnovelas: A New Economic and Cultural Bridge Between the U.S. and Latin America," *Assessing the State of Spanish-Language and Latino-Oriented Media International Conference*, University of Texas, San Marcos, February 2013.

2012- *The 31th Québec Summer Seminar* (August 6-10) The Center on Québec Studies/Center for the Study of Canada, State University of New York, Plattsburgh: held at Montréal and Québec City (\$US/\$CAD 1,300.00 subsidy/per participant)

2012- The Ministry of Education of Spain and the Masters in Scriptwriting of the Autonomous University of Barcelona, for delivering a graduate seminar on marketing and the new media, April 17-27. (€2,500)

2012-13- The Telefónica Foundation of Spain and La Universidad Complutense (Madrid), Institute for International Studies, for writing a chapter on the role of media in the preservation of the Spanish Language in the U.S. for a book series on the economic value of the Spanish Language, (€4,000+travel expenses for meetings).

2005-2009. OBITEL (Ibero-American Television Fiction Observatory, I was the U.S. coordinator of this research group based at the University of Barcelona and the University of Sao Paulo, Brazil. OBITEL analyzed the television fiction industry at member countries of the Summit of Chiefs of State of the Ibero-American (travel expenses during tenure: \$10,000. Estimated)

2006. CITY University of New York, Faculty Fellowship Publication Program—A course release and bi-monthly meetings with five other CUNY junior faculty and a senior mentor during the spring semester to prepare manuscripts for publication (\$2,500.)

2006. Carleton University and MuséeMcCord Museum, Montréal, Speaker Travel Grant to attend the Colloquium: *Trading Places: Commerce and the Evolution of the City*, Canada, November 3, 2006. (\$600.)

2006. University of Wisconsin, Milwaukee, Institute for Diversity Education and Leadership (IDEAL), to attend the Seminar "Marketing to the New Majority: How to Reach the Multicultural Consumer" at Milwaukee May 5, 2006 (\$600).

2003-2004. City University of New York Diversity Projects Development Grant—to study [along with Prof. Hershey Friedman, Business Division Chair] the viability of a minor in Minority and Female Entrepreneurship at Brooklyn College's Economics Department. (\$2,500.)

1998-99. City University of New York Research Foundation Grant—to study the success of Latin American *telenovelas* in Israel. (\$6,512.)

1997-98. City University of New York Research Foundation Grant—to compare Brazilian, Mexican and American soap opera in the international television market. (\$6,804.)

Full- year Grants:

University of Wisconsin Fellow— for research on marketing and the counterculture at the *Center for Twentieth Century Studies*, University of Wisconsin at Milwaukee.

Fulbright Fellowship— for research on Brazilian television at the *Center for Contemporary Studies*, Federal University of Rio de Janeiro, Brazil, for University of Minnesota doctoral thesis.

University of Valencia Fellow— for research on global television at the *Institute of Radio, Film and Television*, University of València, Spain, for University of Valencia doctoral thesis.

Conference and Seminar Papers

(2016) “Electric Car-Sharing: Is it Possible in New York City?” *29th World Electric Vehicle Symposium and Exhibition (EVS29)* The Palais des congrès de Montréal, Montréal Québec, June 22.

(2016) with Yehuda Klein: “The Urban Sustainability Curriculum within a School of Business,” *Association for Environmental Studies and Sciences Conference*, American University, Washington, D.C., June 9.

(2016) “Private and Public Sector Collaboration: Electric Car Sharing in New York,” Eastern Academy of Management, May 5.

(2015) with William Hampton-Sosa: "A Case Study of the Adoption and Adaptation of the Webnovela Marketing Platform by Telemundo and Univision," 2015 North East Decision Science Institute Conference, Boston, March 22.

(2014) with William Hampton-Sosa, “The *Webnovela* as an Emerging Online Marketing Vehicle” *2014 Northeast Decision Science Institute Conference (NEDSI)*, Philadelphia, March 28.

(2013)“U.S. Television: How it Adapts to Change within the U.S. and North America,” *Assessing the State of Spanish-Language and Latino-Oriented Media International Conference*, University of Texas, San Marcos, February 22.

(2013) "Webnovelas: A New Economic and Cultural Bridge Between the U.S. and Latin America," *Assessing the State of Spanish-Language and Latino-Oriented Media International Conference*, University of Texas, San Marcos, February 22.

(2013) with Myles Bassell, "Inventory Accounting on an Egg Farm," *49th Midwest Business Administration Association International Conference*, Division: Society for Case Research, Chicago, March 1.

(2013) with Myles Bassell, "Revenue Recognition in the Tourism Industry," *49th Midwest Business Administration Association International Conference*, Division: Society for Case Research Chicago, March 1.

(2012) "Brands as Fictional Characters," *2012 Midwest Business Administration Association (MBAA) International Conference*, Division: Business, Society and Government, Chicago, March 30.

(2012) Panel Chair: *Grab Bag, 2012 Midwest Business Administration Association (MBAA) International Conference*, Division: Business, Society and Government, Chicago, March 30.

(2012) Panel Chair: *Critical Incidents Review, 2012 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Chicago, March 29.

(2012) with Myles Bassell, "Entrepreneurial Spirit and Accounting Issues," *2012 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Chicago, March 29.

(2012) with Myles Bassell, "The Income Statement in the Tourism Industry," *2012 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Chicago, March 29.

(2011) "From the Radio Days to the Internet: Serial Drama and Immigrants," *2011 Brooklyn College Faculty Day, Symposium: Genre Theory and the New Media*, May 25.

(2011) with Héctor López-Pumarejo, "Exploring the Green Business Models: The Bicycle Rental Programs of Paris, New York, Montreal and San Juan, Puerto Rico," *2011 Midwest Business Administration Association (MBAA) International Conference*, Division: Business, Society and Government, Panel: *Matters of Sustainability*, Chicago, March 25.

(2011) with Veronica Manlow, "On Cluttered Outdoors Advertising: Making Sense at Time Square," *2011 Midwest Business Administration Association (MBAA) International Conference*, Division: Business, Society and Government, Panel: *Eclectic Issues*, Chicago, March 25.

(2011) with Myles Bassell- Case: "Inventory Management Accounting for Eggs," *2011 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Panel: *Critical Incidents and Embryo Review*, Chicago, March 24.

(2011) with Myles Bassell- Case: "Revenue Recognition: A Case Study for General Accepted Accounting Practices (G.A.A.P.)," *2011 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Panel: *Critical Incidents and Embryo Review*, Chicago, March 24.

(2010) "*Webnovelas: Telenovelas for the Internet?*" *2010 International Television Festival and Market (fymti.mdp)*. Mar del Plata, Argentina, Sept. 14.

(2010) with Hector López-Pumarejo. "Outdoor Advertising and the New Public Bicycle Programs." IX World Media Economics and Management Conference: The Media Under Changing / Challenging Times. Bogota, Colombia, June 5. (accepted)

(2009) "Exploring the Canadian and U.S. Market for the Electric Car," *2009 Midwest Business Administration Association (MBAA) International Conference*, Division: Business, Society and Government, Panel: *International Considerations*, Chicago, March 20.

(2009) Case: "Bike Sharing in Paris," *2009 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Panel: *Embryo Cases*, Chicago, March 19.

(2009) Discussant of the case: "Profit or Product Safety," *2009 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Panel: *Critical Incidents, Ethics*, Chicago, March 18.

(2009) Discussant of the case: "Cancer Water (A/B)," *2009 Midwest Business Administration Association (MBAA) International Conference*, Division: Society for Case Research, Panel: *Critical Incidents, Ethics*, Chicago, March 18.

(2009) "From Telenovelas to Webnovelas: On Cross-Platform Distribution," *Assessing the State of Spanish Language Media Conference*, The Center for the Study of Latino Media and Markets, Texas State University-San Marcos, Track: Television and Entertainment, Panel: *Telenovelas*, February 21.

(scheduled) (2009) "Why Outdoor Advertising Grows" *Faculty Day Symposium*, Panel: *The Growth of Outdoors Advertising: Changes in the Shopping Environment*, Brooklyn College, City University of New York, May 20.

(scheduled) "Telenovelas and the New Media" 2009 Latin American Studies Association Conference, Panel: *Latin Melodrama: Stereotyping and Cultural Affirmation in Television Content Aimed at Latin Americans and Hispanics of the United States*, Rio de Janeiro, Brazil, June 13, 2009.

(2008) "A televisão em espanhol se fortalece, a televisão em inglês se debilita." [In English: "United States: Spanish-Language Television Grows Stronger as Television in English Weakens."] *Ibero-American Television Fiction Observatory (OBITEL) Seminar*, Sponsors: Globo University and University of São Paulo, Rio de Janeiro, Brazil, June 25.

(2008) with Myles Bassel, "How Technology Transforms Outdoor Advertising: Succeeding in a Global Environment," *Midwest Business Administration Association International*, Division: Business, Society and Government Consortium, Chicago, April 4.

(2008) "Case: Cojobas Farm" *Midwest Business Administration Association International*, Division: Society for Case Research, Chicago, April 2.

(2008) “Case: Corporation for the Integral Development of Eco-Tourism in Puerto Rico [CODIETU]” *Midwest Business Administration Association International*, Division: Society for Case Research, Chicago, April 2.

(2007) “Developments in the U.S. Spanish Serial Drama Industry” in: *First OBITEL International Course: Production, Reception and Observation of Television Fiction* [“Cambios en la industria de la ficción en televisión en español en los EEUU”], Universidad de Guadalajara, Jalisco, Mexico, September 27.

(2007) “The Impact on the Upper Manhattan Empowerment Zone (UMEZ) on Retail at Harlem,” *Midwest Business Administration Association International*, Division: Business, Society and Government Consortium, Chicago, March 30.

(2006) “Marketing Old San Juan and Old Quebec,” Panel: “From Champlain to the Global Market: Business and Perceptions,” *Colloquium: Trading Places: Commerce and the Evolution of the City*, Carleton University and MuséeMcCord Museum, Montréal, Canada, November 3.

(2006) “Telenovelas for Americans?” [“¿Telenovelas para los americanos?”] An OBITEL seminar at *FELAFACS (Latin American Federation of Social Communication University Programs Conference)* at Universidad Javeriana, Bogotá, Colombia, September 26.

(2006) “Selling Harlem through Outdoor Advertising: The Upper Manhattan Empowerment Zone,” Business, Society and Government Consortium, *2006 Midwest Business Administration Association Conference*, Chicago, March 16.

(2005) “On Marketing and Nationalism: The Puerto Rico Art Museum,” *2005 Northeast Decision Science Institute Conference*, Pennsylvania: NEDSI/Drexel University, March 29.

(2005) “New Museum Marketing Strategies: The Puerto Rico Art Museum,” *2005 Midwest Business Administration Association Conference*, Chicago, March 17.

(2004) “Telenovelas and the U.S. Hispanics,” *Second World Summit of the Telenovela and Fiction Industry*, Barcelona, Spain, October 2.

(2004) “Global Marketing and Latin American Television,” *Media and Culture in the Americas Conference*, at New York University’s King Juan Carlos I Center, New York City, March 26.

(2004) “The Marketing Force of Serial Drama,” *Northeast Decision Science Institute Conference*, Atlantic City, New Jersey, March 24.

(2003) “Creation of a Minor in Minority in Urban/Minority Entrepreneurship at (CUNY) Brooklyn College’s Business Program,” *Decision Sciences Institute Conference*, Washington DC, November 25.

EXHIBIT 2

Confidential Document Withheld

EXHIBIT 3

LBI Media Presents

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It's All About the Stars

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About Liberman Broadcasting



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LIBERMAN BROADCASTING

- **Largest producer of Spanish television in the U.S.**
 - **56 Hours Per Week**
- **Highly rated programs beat other Hispanic networks.**
- **29 O & O radio and television stations.**
- **Affiliates in 20 additional markets**
- **20 year track record**

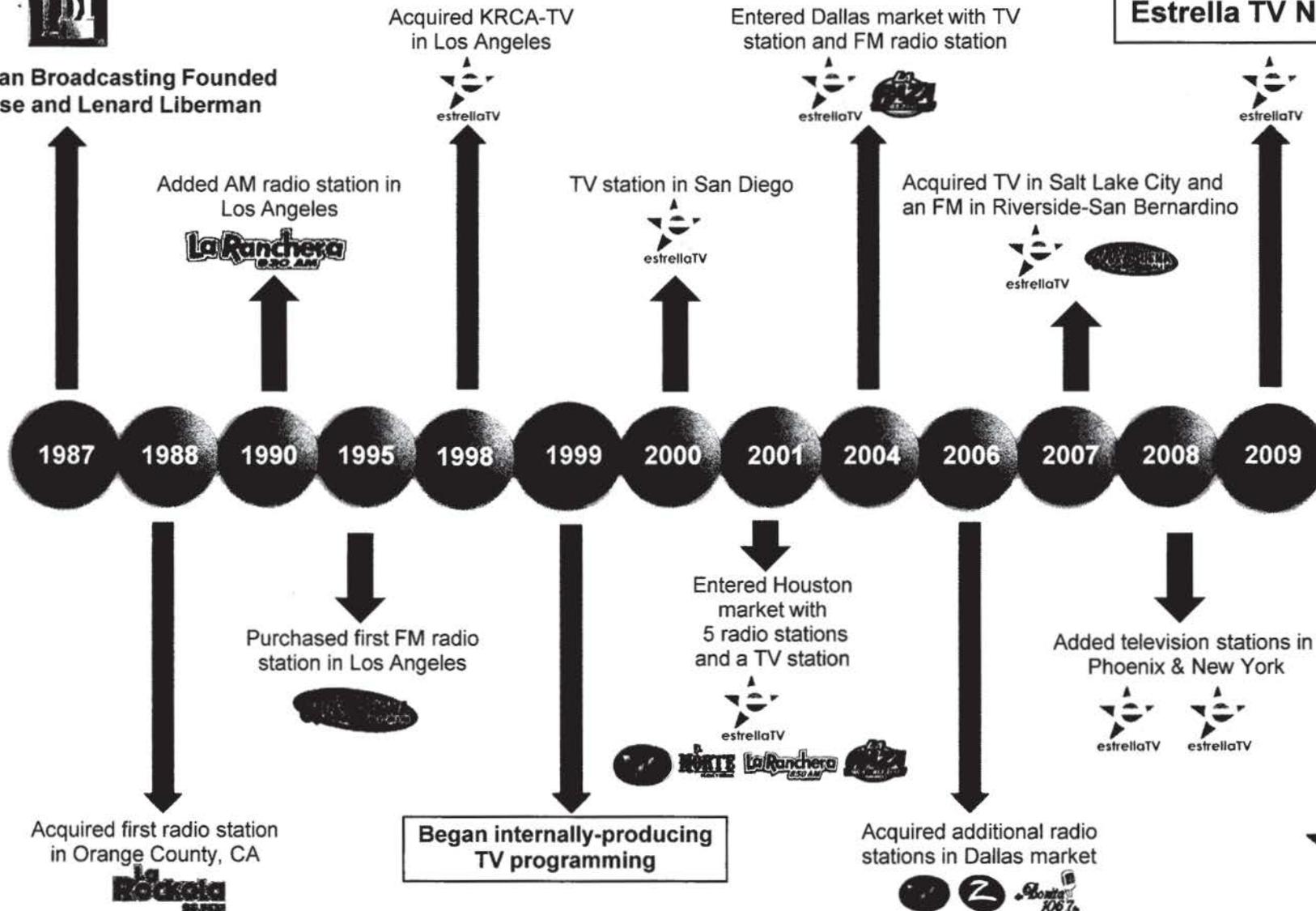


LBI'S 20 YEAR JOURNEY



Liberman Broadcasting Founded
By Jose and Lenard Liberman

Launch
Estrella TV Network



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ESTRELLA TV O&O and Affiliated Stations Reach Over 70% of the U.S. Hispanic Market

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- Austin
- Bakersfield
- Chicago
- Dallas / Ft. Worth
- Denver
- El Paso
- Fresno / Visalia
- Harlingen / McAllen
- Houston
- Las Vegas
- Los Angeles
- Miami / Ft. Lauderdale
- New York
- Odessa / Midland
- Oklahoma City
- Orlando
- Phoenix
- Portland
- Sacramento/ Stockton / Modesto
- Salt Lake City
- San Antonio
- San Diego
- San Francisco / Oakland / San Jose
- Seattle-Tacoma
- Tucson
- Tyler / Longview
- Waco / Temple / Bryan
- Yuma / El Centro

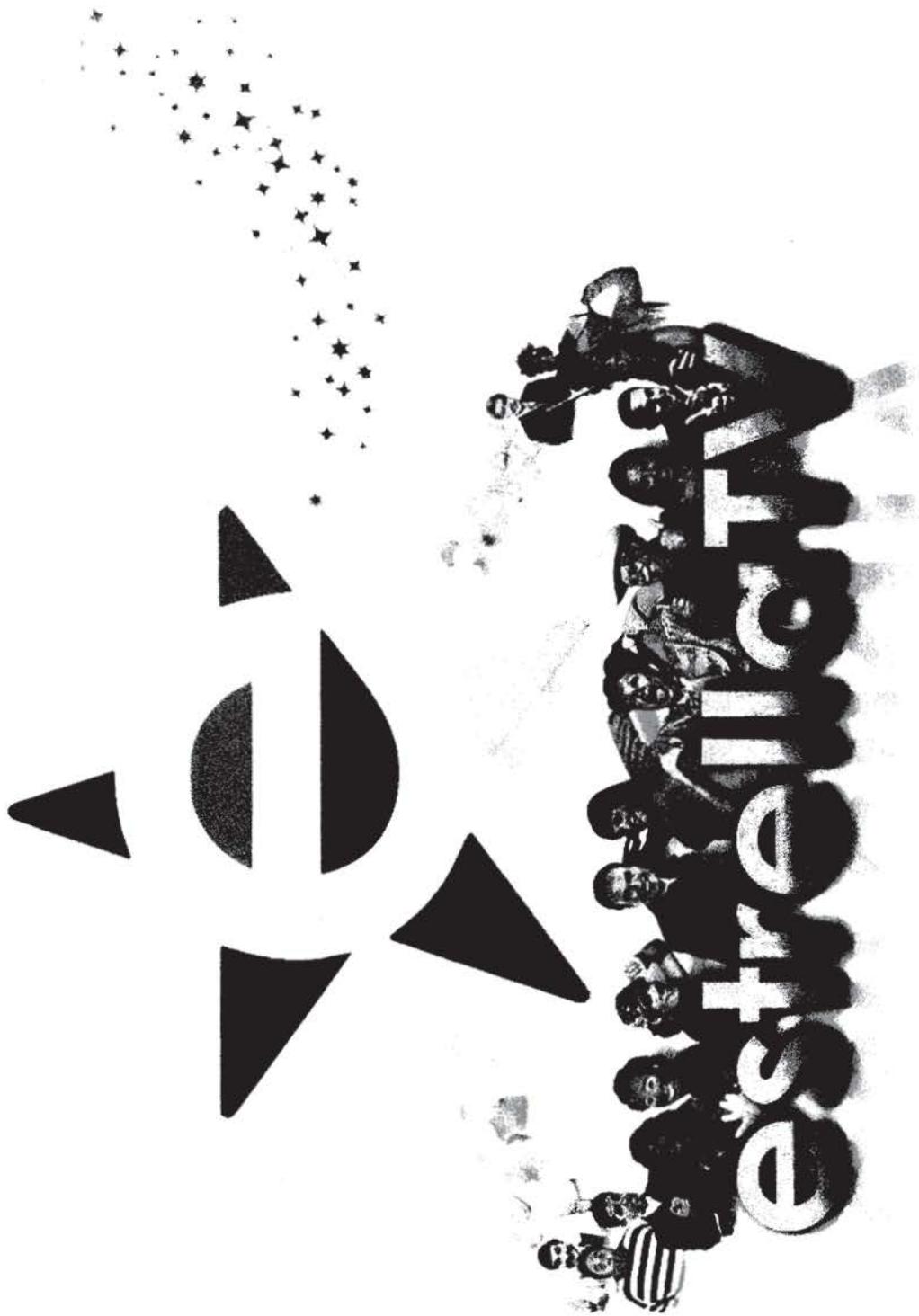


O & O's



Affiliates

REDACTED - FOR PUBLIC INSPECTION



Estrella TV Brand/Image: Talent

It's All About The Stars

ESTRELLA TV NETWORK

- Estrella TV features top Latin American performers.
- Proven formats created and produced for U.S. Hispanics.
- Counter Program Existing Hispanic Networks.

".....Estrella TV is already a formidable TV competitor to Univision and Telemundo..."
MEDIA LIFE , March 20, 2009



REDACTED - FOR PUBLIC INSPECTION



Top Latin American Talent

- Estrella TV talent is internationally famous
- Estrella TV talent appear in character
- Estrella TV talent are well known to U.S. Hispanic audiences



Home of the stars



REDACTED - FOR PUBLIC INSPECTION



Maestra Canuta
El Show De Lagrimita y Costel



Chabelita
El Show De Lagrimita y Costel



Sergio Catalan
Estudio 2



Lili Brillanti
Estudio 2



Carlo's Eduardo Rico
A Que No Puedes



Luis de Alba
Los Chuperamigos



Huicho Dominguez
Los Chuperamigos



La Chupitos
Los Chuperamigos

It's All About The Stars

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Lagrimita y Costel
El Show De Lagrimita y Costel



Barbara Torres
El Show De Lagrimita y Costel



Vanessa Arias
Estudio 2



Gaby Ramirez
Estudio 2



Pepe Charrascas
Los Chuperamigos



"Burro" Van Rankin
A Que No Puedes



El Norteño
A Que No Puedes



Alejandro Suarez
Los Chuperamigos

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Maribel Fernandez
Los Chuperamigos



Proculo
El Show De Lagrimita y Costiel



Don Cheto
El Show de Don Cheto



Jorge Gomez
Trancazo Musical



Ligina Grethel
Alarma TV.



Jorge Antolin
Alarma TV



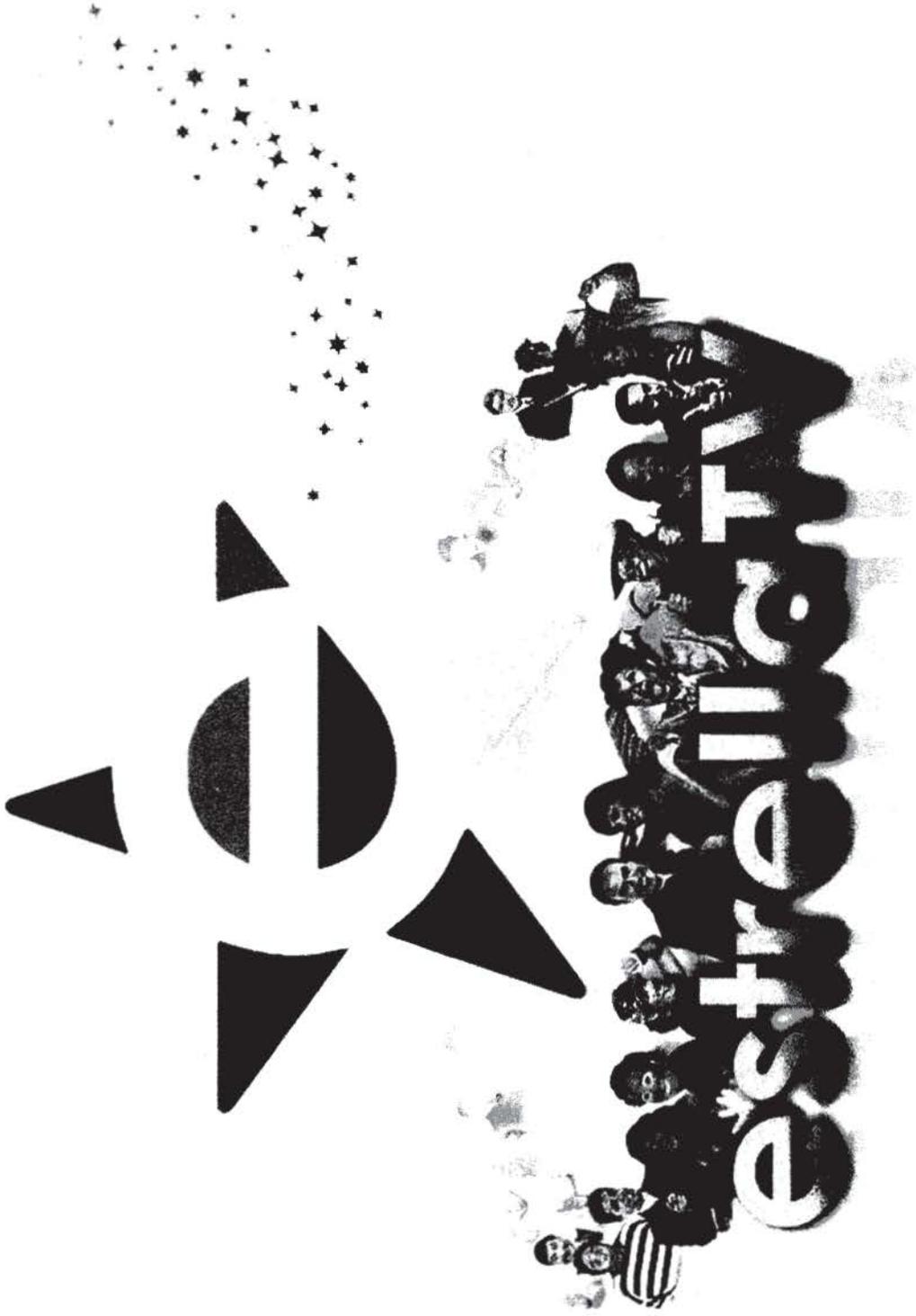
José Luis
José Luis Sin Censura



Jesús Javier
Noticiero SIN

It's All About The Stars

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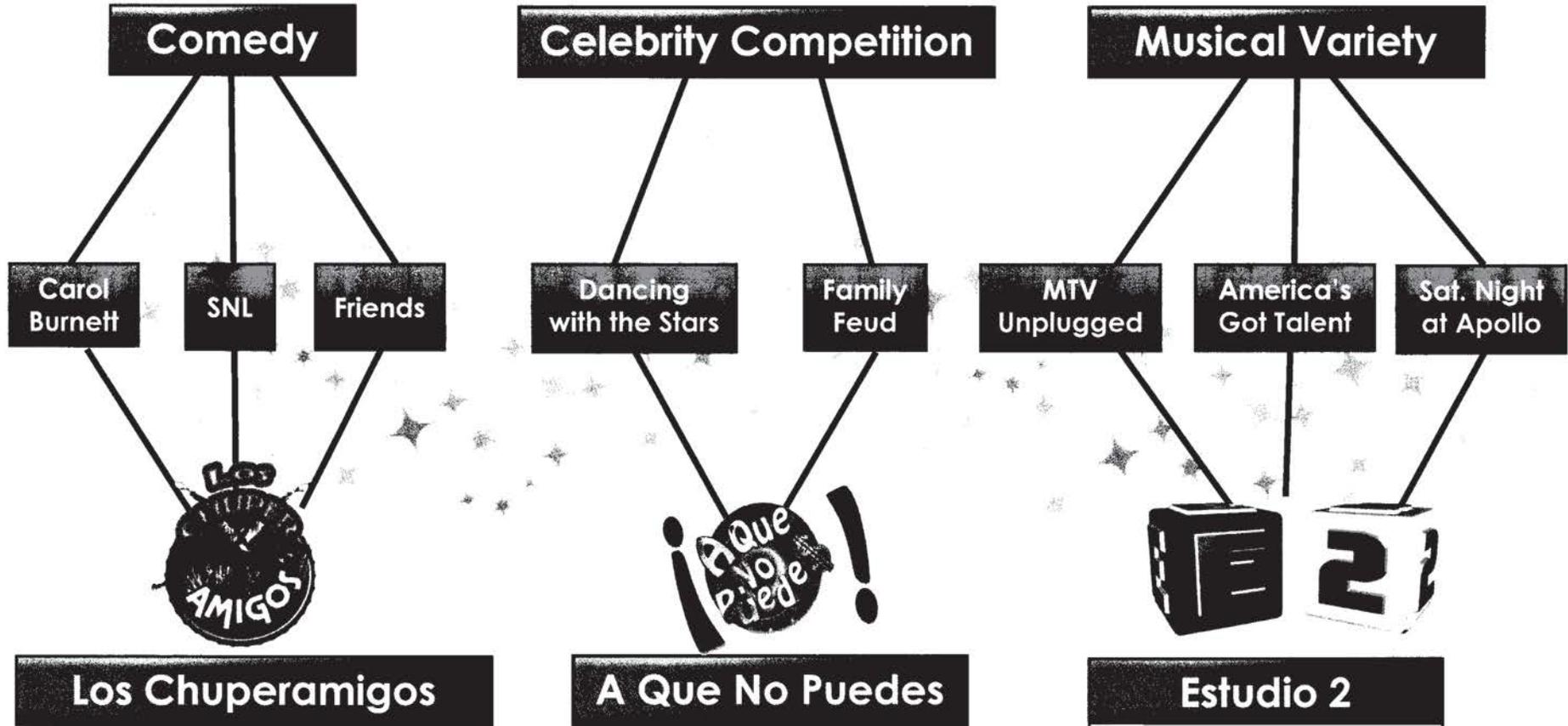


Estrella TV Brand/Image: Formats



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Recipe For Success



**Estrella TV Features Proven Formats Designed
And Produced For U.S. Hispanic Audiences**