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TRANSLATION CAPABILITIES STATEMENT

CORE COMPETENCIES

Founded as a Hispanic newspaper publisher in 2006, Reporte Hispano is the largest Hispanic media planning, buying and multicultural marketing service provider for the United States Hispanic market. Reporte Hispano is the premier Hispanic news source for over 40 million people. Since inception, we have grown to provide around the clock, seven days a week, transcription and interpretation services in all world languages. Our quality assurance plans have been perfected over the past 15-years through translation work for the government and private sectors. All Reporte Hispano translators are *American Transition Association* certified team members who are native speakers in the languages they translate.

Reporte Hispano is unique in that we are one of the only translation companies offering multilingual public relations work and non-English social media services to clients. Additionally, we are certified both as a woman-owned USA business by the *Women's Business Enterprise National Council (WBENC)* and as a Woman Owned Small Business (WOSB) with the Small Business Administration.

Reporte Hispano's public relations and social media teams drive extensive results for its clients with Spanish language communications for the US Hispanic market and Latin America. Similarly, we provide these same services in all major world languages.

Reporte Hispano strives to maximize our customer's budgets to launch effective public relations and social media campaigns. We collaborate with our customer's current social media campaign or customize a new one suitable to its needs. The New Jersey Department of Health, a current client, has benefited from our ability to translate its announcements into Spanish, Creole and Chinese, assisting in the syndication of public relations releases, often at no additional cost.

PAST PERFORMANCE

Affordable Care Act (ACA) Reporte Hispano was the official Hispanic media buying and translation firm for the national rollout of the Affordable Care Act; Reporte Hispano was proud to be the federal government's official multicultural advertising agency on the project. Our work translating and planning multicultural media for the ACA tripled the expected enrollment



from US Latinos in target markets such as Houston, Dallas, Miami, Phoenix, Northern New Jersey/New York and San Antonio. This was a singular feat in Hispanic marketing and one of the largest achievements in Hispanic outreach in the public or private sectors. The ACA campaign included print advertising, digital media, social media and public relations.

USDA Farmers and Ranchers Claims Hired by the USDA, Reporte Hispano's campaign utilized public relations, multicultural marketing and translation services to educate qualified farmers of the program and its ability to apply for its benefits. The settlement targeted US Hispanic farmers and ranchers eligible for restitution in a lending settlement. At risk of not meeting the USDA's enrollment goals, Reporte Hispano played a vital role in the successful completion of the program. Because of our media distribution network, applications for claims reached the targeted communities on a nation-wide basis.

CUSTOMERS INCLUDE:

Federal Government: US Census, US Commission on Civil Rights, US Customs and Border Patrol, US Department of Labor, USDA, EPA, United States Department of State

State Government: Federal Reserve Bank of NY, New Jersey State Department of Health, New Jersey Department of Education, Division of Law and Public Safety with the New Jersey Division of Highway Traffic Safety, New Jersey Department of Health, New Jersey Department of Children and Families, New Jersey Office of Homeland Security & Preparedness

Local Government: City of Newark, NJ; City of New Brunswick, NJ; City of Trenton, NJ

Other sectors: Walmart, Macy's, AARP, New Jersey Hospital Association, Embassy in Congo, Africa; New Jersey Parent Information Center, New Jersey Brain Injury Research Foundation, Verizon Wireless.

DIFFERENTIATORS

Certified Woman and minority-owned small business. Specialization in public and private sectors including government relations. We specialize in multicultural marketing, advertising, translating and public relations.

COMPANY DATA

DUNS: 783587483

NAICS

- 541930 Translation & Interpretation
- 541820 Public Relations
- 541810 Advertising Agencies
- 541830 Media planning
- 541840 Media Representatives
- 511120 Periodical Publishers