

TV Azteca To Target Spanish Speakers in Canada

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By Cara Marcano

Mexico City-based TV Azteca S.A. de C.V. will begin transmitting programming of its Azteca 13 channel through pay television in Canada, the company confirmed.

The move comes after the Canadian Radio-Television and Telecommunications Commission granted the company a license to transmit the signal in Canada on a national basis. The company expects to start transmitting in April.

"We further leverage the popular programming of Azteca 13 with the license, generating more revenue and solid profitability, and positioning ourselves as a superior programming alternative in a vibrant market," Marcel Vinay, director of international sales for TV Azteca, said in a statement. "The North American Spanish-speaking community is growing rapidly both in size and purchasing power, and Canada is a notable example of this dynamism."

The Spanish-speaking population in Canada is estimated to be a half-million people, and is growing 3 percent a year -- three times Canada's national average, according to TV Azteca research. Hispanics in Canada are also geographically concentrated, with four major cities are home to approximately 60 percent of the Hispanics in Canada, according to the company.

SOURCE:

http://www.marketingymedios.com/marketingymedios/search/article_display.jsp?schema=&vnu_content_id=1002034449

Hablas español, eh? Spanish-speaking people third-largest minority in Canada



- Oakland Ross reports in the Toronto Star on the growth of Hispanics in Canada and the benefits and problems they have in assimilating to Canadian life. Approximately 700,000 people of Hispanic background reside in Canada, mostly in Ontario, and they represent 20 different nationalities. [\(The Star\)](#)

Hispanic Church Growing and Strengthening

Spanish-speaking evangelical congregations are on the rise in Canada, and Hispanics are enjoying the music, freedom and apolitical environment

by Ron Csillag

Outside, under leaden skies, temperatures have plunged to minus 12 degrees Celsius and pedestrians negotiate metre-high snowbanks as only hardy Canadians can. But inside at Iglesia Evangelica Hispana in the heart of Toronto's Greek neighbourhood, Rev. Eusebio Perez's passionate Sunday sermon is heating things up.

There's not a word of English to be heard.

Hispanic Protestantism is clearly a growing sector in the Canadian church ...

Standing at a plain podium and speaking in rapid-fire Spanish, the Cuban-born Perez compares himself to the "original version" of Coca-Cola that emerged triumphant over the "new Coke" introduced in a mid-1980s marketing snafu. "Do you remember that?" he asks the 250 multihued worshipers present.

"Well, I'm like that. I'm a classical Pentecostal."

The reference to one of the world's best-known brand names doesn't go unrecognized by these churchgoers, who are mainly émigrés from Central and South America. Cries of *sí* and *gracias* go up. Perez continues, sprinkling his hour-long sermon with references to *Espiritu Santo* (the Holy Spirit), punctuated with impromptu shouts of *amén* and *aleluya*.

Following the service, which begins at 7:30 A.M. and ends six hours later, Perez explains the growing popularity of evangelicalism among Hispanics in Canada. "They enjoy the music," he says, "but they also enjoy the freedom."

While there's no "official" Hispanic evangelical church in Canada, Spanish-speaking congregations are on the rise across the country. According to Perez's son, Rev. Otoniel Perez, who serves on the cultural languages committee of the Pentecostal Assemblies of Canada, there are 38 PAOC-affiliated Spanish churches from Vancouver to Montreal. The main concentration is in southwestern Ontario.

The numbers are expected to grow as Spanish-speaking immigrants continue their influx. During the 1980s, explains Otoniel Perez, pastor at La Paz de Cristo congregation in Kitchener, Ont., Hispanic newcomers were mainly political and poor refugees from countries such as El Salvador, Guatemala and Nicaragua. In the 1990s, that shifted to a professional and wealthier class of immigrants escaping economic chaos in Argentina, Colombia and Venezuela.

Among the evangelical newcomers Ramirez sees from Latin America, about 40 percent are Pentecostal.

They all have something in common. "Canada is a place where they can express their strong belief in the priesthood of every believer," says Otoniel Perez. "The worship is apolitical and Jesus-centered. It's not top heavy with politics."

Although Hispanic leaders don't say so explicitly, it's pretty obvious that Catholicism is, for many Hispanic evangelicals, equated with the political machinery of their homelands. From the Rio Grande to the tip of South America, church and state are one, and in places like Argentina and Chile, the Roman Catholic Church has lost credibility by cozying up to brutal dictatorships. In Central American nations wracked by civil war, the Church—by definition Catholic—is often perceived as powerless.

Sometimes Hispanics are simply "tired of tradition," as one pastor noted. "They want a different relationship with Jesus."

Whatever the motivations, Hispanic Protestantism is clearly a growing sector in the Canadian Church, growing at roughly the same rate as Spanish speakers in the overall Canadian population. In the 2001 census, 245,000 Canadians noted Spanish as their mother tongue, a jump from 228,000 five years earlier.

The majority of Spanish speakers continue to self-identify as Catholic. The most recent numbers, from 1991, suggest that three-fourths of Canada's Spanish speakers were Catholic. The statistics seem to back up community leaders who estimate between 40,000 and 50,000 Hispanic Protestants in Canada.

Whatever the exact numbers, Hispanic evangelicals have already begun to make their distinct voice heard in Canada.

Rev. Brigidio Ramirez, who pastors at the Philadelphia Missionary Society in Vancouver, is the newly appointed Canadian contact for **Alianza de Ministerios Evangélicos Nacionales (AMEN)**, a North America-wide network of evangelical leaders and churches seeking to encourage and equip Hispanic churches and leaders for growth and community outreach.

Ramirez will soon start reaching out to Hispanic evangelicals across Canada, and says that his main thrust will be "to get in touch with communities through their pastors. We have to support the pastors".

On the West Coast he sees that many Hispanic immigrants are transitory. "They are from Mexico and California and they stay for maybe six months." Among the evangelical newcomers Ramirez sees from Latin America, about 40 percent are Pentecostal. That's distinct from the situation south of the border, where close to 70 percent of Hispanic evangelicals are Pentecostal. The difference might suggest that Hispanics are gravitating to Pentecostal churches, a few years after their immigration—or that Hispanic evangelicals in Canada are more willing to try other denominations.

Modest growth among Spanish speakers in Canada is influenced in part by explosive growth of the Hispanic population in the United States where Hispanics now number 40 million—almost outnumbering African-Americans. Hispanics are that country's' fastest growing ethnic group.

Since the Hispanic Evangelical population in the United States has grown to nine million, Hispanic churches there are no longer consigned to poor neighborhoods on the "wrong side

of the tracks"—instead they are blossoming into mega-ministries with thousands of members.

Hispanics are the fastest growing ethnic group in the United States.

Growth in Canada so far remains modest, but the Hispanic sector of the church will undoubtedly have new opportunities for ministry in the year ahead. In 2000 the Christian and Missionary Alliance in Canada launched the Association of Spanish Alliance Ministries, so far comprising six churches in the Calgary, Vancouver and Toronto. The effort, one of several multicultural ministries in that denomination, aims for a holistic approach to help Hispanic immigrants acclimatize to their new church and new land.

More sounds stirring in Canada were heard in December 2002, when Spanish-speaking congregations in Vancouver, Winnipeg, Toronto, Ottawa and Montreal joined others around the world for a week of prayer. Teams in the "prayer chain" interceded for their neighbourhoods, cities and country for 168 straight hours.

In Toronto about a dozen Spanish-speaking pastors gather weekly for prayer and support at rotating churches. The group *Unidos Para Orar* (United for Prayer) provides a place where clergy "can pray and share news," says its leader Alberto Carrillo. "We support each other." It adds up to Hispanic evangelicals "not only finding Jesus in Canada" says Rev Eusebio Perez. "We are here to make Canada better."

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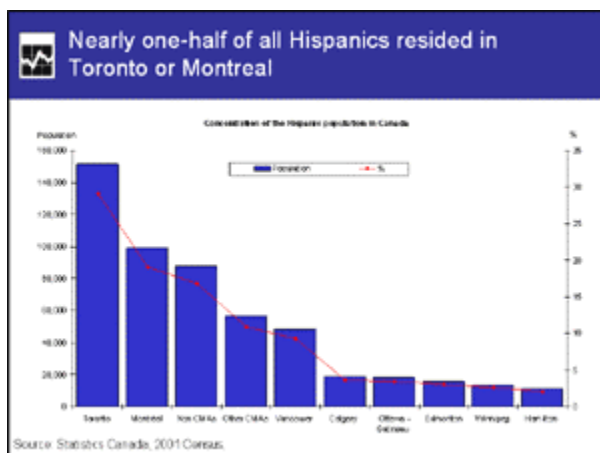
SOURCE: <http://www.christianity.ca/church/growth/2003/08.000.html>

Estadísticas Canadá recuenta el número de Hispanos

Ya que considero que es muy importante que cada Hispano comprenda la importancia de los números, de cuantos somos, y la fuerza que podemos tener si trabajamos de una manera más coherente y mancomunada; y ya que sé que para todos es importante establecer cual es nuestra verdadera presencia en Canadá, presentamos un resumen de las estadísticas re-tabuladas por Estadísticas Canadá basado en los números recibidos en el Censo 2001 en el que originalmente nos contaron tan solo como 213,000 Hispanos en este país.

SOURCE: <http://www.hispanosencanada.ca/portal/>

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Como notarán, los resultados de la re-tabulación indican ahora que somos 520,260, pero estos números no incluyen a los niños menores de 15 años como tampoco a las personas que no se auto identificaron. También es importante notar que estas figuras son del 2001 lo que indica que nuestros números han aumentado desde entonces.

Desafortunadamente tampoco reflejan al gran número de personas que quizás están indocumentadas en este país y que por temor o desconocimiento no se identificaron. A ellos es importante hacerles comprender que toda información entregada a Estadísticas Canadá es completamente confidencial, no la comparten con Inmigración, Revenue Canada o ninguna otra instancia gubernamental. Por lo tanto esperamos que en el futuro sí llenen los cuestionarios del Censo y se auto identifiquen ya que los resultados, basados en los números, ayuda a que se entreguen mayores y mejores programas para servir a la comunidad - inclusive a los indocumentados - en todo.

En la última reunión sostenida con Estadísticas Canadá disputamos los datos entregados por país donde encontramos serias discrepancias de la realidad que nosotros, como miembros de esta comunidad que la conocemos mas íntimamente, sabemos. La contestación es que ellos tan solo pueden anotar y contar los países de origen según los reportes las personas quienes contestan el cuestionario. Por lo tanto es importante que todas las personas no tan solo contesten los cuestionarios si no que incluyan su país de origen para así tener unas estadísticas más reales.

Finalmente, y en orden de tener una identidad más global y mayoritaria en vez de fraccionada, les instamos a que cuando pregunten "origen étnico" se anoten como Hispanos. Hispanos, es la descripción de una comunidad lingüística y no geográfica, y ya que los servicios se entregan basados en el idioma, es muy importante adoptar este termino como el término común de identificación.

La definición que ahora usa Estadísticas Canadá para tabular a los Hispanos residentes en este país es la misma utilizada por el Congreso Hispano Canadiense: "Hispano es toda persona cuyo origen o la de sus ancestros es procedente de uno de los países que tiene el Español como una de sus lenguas oficiales".

Elvira Sánchez de Malicki

Congreso Hispano Canadiense

HISPANICS IN CANADA

- There are 520,260 Hispanics in Canada according to the 2001 census, 50% live in the Ontario - most in the GTA.
- The proportion of foreign-born Canadians is at its highest in 70 years. At 18%, Canada's share of foreign-born citizens is the second highest in the world, topped only by Australia's 22%.
- The vast majority of recent immigrants are visible minorities - nearly 20% came from the Caribbean, Central and South American, and Africa. Canada's visible minority population reached four million in 2001, a three-fold increase over 1981.
- Ontario has the highest number of people born outside Canada, followed closely by British Columbia.
- In Toronto, which has received almost half of Canada's newest immigrants, about 44% of the population was born outside Canada; higher than Miami, Los Angeles or New York.

SOURCE: <http://www.habla.ca/hispanoforum/aboutus.html>

431. Mata, Fernando G. *Socio-Demographic Profiles of Hispanics in Canada*. 1987.

A systematic collection, organization and analysis of empirical material related to the basic social, demographic, economic and occupational dimensions of the life of Hispanics living in Canada. The study defines Hispanics as a large and culturally diverse ethnic group whose members come from societies sharing the language and cultural heritage of Spain. Individuals from Central, North and South America and from Spain and Spanish Africa form this heterogeneous aggregate.

SOURCE: http://collections.ic.gc.ca/changing_image/r421-454.htm