



## Mexico PR Country Landscape 2010

# Global Alliance for Public Relations and Communication Management

Global Alliance for Public Relations and Communication Management • c/o USI Università della Svizzera Italiana  
via Giuseppe Buffi 13 CH-6900 Lugano • Switzerland phone +41 58 666 47 72 • fax +41 58 666 46 47  
e-mail [info@globalalliancepr.org](mailto:info@globalalliancepr.org) • website [www.globalalliancepr.org](http://www.globalalliancepr.org)

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# Acknowledgments

**Produced by:** Javier Jahen Pineda, owner of JJP Relaciones Públicas (México) and Public Relations Executive of Latin & Hispanic Strategic Communications, Inc (USA).

**Supervised and guided by:** Juan-Carlos Molleda, Ph.D., Associate Professor and Graduate Coordinator, Department of Public Relations, College of Journalism and Communications, University of Florida; and owner of Latin & Hispanic Strategic Communications, Inc. (USA).

**Read and approved by:** John Paluszek, 2010-2012 Chair of the Global Alliance for Public Relations and Communication Management.

**Revised & signed off by:** Marco V. Herrera B., President of Grupo Public; Business, Public Issues, and Strategic Communication Consultant (México); and member of the Institute for Public Relations' Commission on Global Public Relations Research.

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## Public Relations Industry

### Brief History

In México, as in many other countries around the world, the public relations practice was born as an occupation before it began to be taught as a course of study at institutions of higher education (Rebeil, Montoya, & Hidalgo, 2009). The first known public relations agency founded by Federico Sánchez Fogarty started operations in México in 1949: *Agencia Mexicana de Relaciones Públicas* (Bonilla, 2002). Soon after, the industry began to grow slowly, first functioning as support to different trade groups, such as the Confederation of Industrial Chambers (Confederación de Cámaras Industriales, COCAMIN), the National Chamber of the Pharmaceutical Industry (Cámara Nacional de la Industria Farmacéutica, CANIFARMA), and other business associations rather than to individual private or public organizations (Rebeil, Montoya, & Hidalgo, 2009).

On September 26, 1960, the Inter-American Federation of Public Relations was created in México under the leadership of Sánchez Fogarty. He acted as the first president of FIARP, which is known today as the Inter-American Confederation of Public Relations (CONFIARP). The events of FIARP/CONFIARP expanded to different countries of the sub-continent, involving public relations professionals, students, business leaders and national and multilateral government officials from the Americas and the Caribbean. The Confederation has been recognized as a non-governmental organization by the United Nations and the Organization of American States. The 26 of September officially became the “Inter-American Day of Public Relations” (Barquero & Senac, 2002).

Gradually, more local public relations agencies began to operate in the country. Marketing-promotion agencies frequently appeared, sometimes offering public relations services as well as promotional activities for their clients, such as Grupo Prom in 1971; Advertising and Promotion in 1978; Marketing and Promotion in 1979, and Cosmic in 1980 (Baran & Hidalgo, 2005 cited in Rebeil, Montoya, & Hidalgo, 2009).

In 1987, there were six public relations agencies in the country. However, by 2002, they increased to 40 (PRORP, 2002). The number of public relations businesses has progressively increased in the 2000s. Out of the 90 agencies that participated in the 2006 PRORP Report (Asociación Mexicana de Profesionales de Relaciones Públicas), 12% were founded in the 1980s or before, 42% were started during the 1990s, 19% during the year 2000, and 27% were founded between 2001 and 2006. Significantly, another event took place in the country that changed the face of the public relations industry in México. Foreign investment and new international joint venture strategies had begun to penetrate the industry (Baran & Hidalgo, 2005 cited in Rebeil, Montoya, & Hidalgo, 2009).

In 1994, México signed NAFTA (North American Free Trade Agreement) with Canada and the United States of America. Since then México has experienced significant political and socioeconomic transformations, which have produced a greater participation of the public relations sector in this environment of change and new challenges among the three nations (Molleda & Moreno, 2006). A new stage of multinational agencies arriving in México started. However, foreign investment in the Mexican public relations sector has had its ups and downs according to the swings of the U.S. economy (Molleda & Moreno, 2006).

National events also have affected the growth and international participation in the public relations sector. In 1994, The Zapatista Army of National Liberation declared war against the Mexican State. The Zapatista Army gained the support of peasants from Chiapas, the southernmost state of México, pointing out the great levels of inequalities within their territories and the illegal invasion of

their lands by governments and landlords from other parts of the country (Simpson & Rapone, 1994, cited in Molleda & Moreno, 2006). The revolutionary group caused some degree of political instability with economic consequences. In contrast, the ending of seven decades of one-party government with the inaugurations of Vicente Fox in 2000, renovated the economy and the hopes for a more democratic political system.

The recession of the U.S. and global economies has affected México greatly. However, in 2010 the economy is expected to grow an estimated 4.1%, which marks an unusual distance from the situation still prevalent in the United States (Bloomberg Business Week, 2010). This may help the public relations industry to keep up its development and impact nationwide.

México experiences a security crisis because of drug-related violence, which rose sharply in 2008 and 2009 (“México timeline,” 2010). Despite the alarming number of killings reported by Mexican authorities and, therefore, the national and international news media, the country keeps attracting tourists to its variety of destinations. Moreover, the Mexican Tourism Board, regional tourist agencies, and other government agencies contract public relations services globally. Reuters explains how “Mexican President Felipe Calderon is launching a global public relations campaign to try to improve his country's image and neutralize coverage of the violent drug war scaring away tourists and foreign investors” (Rosenberg & Barrera, 2010, ¶ 1). The Ministry of Tourism is running the campaign. The country has a long tradition of waging local and global public relations techniques and efforts with well-oiled network of domestic and global public relations agencies, government institutions, consulates, and embassies. This domestic and global network provides ample opportunities for domestic and international public relations practitioners. Moreover, México also maintains direct contact with its diasporas in the United States of America and other parts of the world through various communication and action programs. The aims of these international public relations efforts and techniques are to gain political and economic support for the country, as well as to capitalize on the influential power of these groups for cultural and tourism promotion of what México has to offer. These and other services (e.g., assistance for members of the diaspora who are returning to México after years of residency abroad) are provided by consulates and embassies of México in the United States and Internet portals, such as <http://www.ime.gob.mx>.

It is noteworthy that the country has distinguished Mexicans in the area of international public relations as Santiago Hinojosa, President and CEO of Burson-Marsteller Latin America, who has been named one of the top 101 global leaders in South Florida by the *South Magazine Florida* for two consecutive years. He also received recognition from *Latin Trade* magazine as one of the top presidents and CEOs of South Florida and Latin American leaders. Another awarded Mexican public relations professional is Manuel Alonso, President & CEO of Imagenes Nte, SA De C.V., who in 2006 received the [Atlas Award for Lifetime Achievement in International Public Relations of the Public Relations Society of America \(PRSA\)](#). Alonso is the only Mexican who has been given this award since it was instituted in 1995. Finally, Marco Herrera, President of Grupo Public, is an active member of the [Institute for Public Relations' Commission on Global Public Relations Research](#).

### Levels of Professionalism

According to the LatAmCom Survey 2009 conducted and reported by Molleda and Moreno (2010), following are the main results on the state of the public relations profession in México:

- Mexican professionals agreed that in their country public relations has been institutionalized in organizations. However, they strongly believed that public relations operate within a system of employment and promotion in which nepotism has greater weight than professional skills and knowledge.
- Participants somewhat agreed that the profession has reached certain level of specialization, needs to be formally studied in institutions of higher education, and has professional organizations for the mutual benefit of practitioners and organizations. Additionally, participants of the study somewhat agreed that public relations is a practice that can be differentiated from marketing, advertising and journalism.
- Finally, Mexican participants of the 2009 Latin American survey disagreed that the profession is based on a formal body of knowledge, is recognized by the State through laws and codes as a particular occupation or professional practice, is delimited by the State in terms of the requisites of whom can be hired for a public relations position, or has influence over the State concerning decisions that may affect the profession and its practices. Similarly, they disagreed that the professional community has influence over educational institutions that are responsible to design curricula and specialized programs. They also believed that public relations in México is not performed within a labor environment that controls the cost of services and salaries, counts on an autonomous system of arbitration and sanctions in case of conflicts among colleagues and/or with employers and clients, that professionals do not need a license or accreditation to practice, or that currently Mexican public relations is not based on an ideology that firmly implies a commitment with the wellbeing of society. This may indicate that public relations in México is developing, particularly aspects of corporate social responsibility, but still has not reached high levels of professionalism and maturity.

## Social Roles

The 2009 Latin American survey also included a section on the social roles of the public relations professionals, which can be divided in internal and external organizational dimensions. These dimensions focused on the professional instead of the profession. Mexican professionals rated these dimensions at a medium level; that is, an average in relation to other nine countries in the sub-continent. In particular, participants agreed that they advise their organizations on aspects of ethics, social responsibilities and the wellbeing of employees. Participants said that they encouraged the participation of employees in projects that benefit the community. They also said to inform management about social changes that may affect the relationship between its organizations and the nearby community.

Participants somewhat agreed that they develop campaigns to educate employees on how to improve their living styles; encourage their organizations to promote education, health, and wellbeing within local communities; or maintain contacts with community leaders to identify and understand priorities and to diagnose and develop social programs.

## Public Relations Firms

In 2006 PRORP (i.e., Mexican Association of Public Relations Professionals) conducted a study with the participation of 90 agencies. The 2007 report indicated that 12% of the public relations agencies in México were founded in the 1980s or before, 42% in the '90s particularly between 1995 and 1999, 19% were created in 2000, and 27% started operations from 2001 to the date of the report. Out of 90 agencies that participated in the study, 64% (N = 58) are engaged in an international business alliance, which allows these agencies to have a global vision and to offer services in México to multinational corporations. The business alliances are mainly with agencies based in one or more countries or regions, such as the United States (53%, N = 31), other Latin American countries (56%, N = 32), Europe (28%, N = 16) and Canada (8%, N = 5).

According to the second annual industry survey conducted by PRORP in 2007, the public relations services with the greatest demand in México are:

- Corporate public relations
- Integrated communication
- Product publicity
- Event planning
- Media relations
- Social responsibility
- Crisis prevention and management
- Lifestyle and fashion public relations
- Lobbying

Following is a list of large national and multinational public relations agencies in México:

AB Comunicaciones  
Lancaster No. 17 Col. Juárez  
C.P. 06600 México, D.F.  
Tel: 011(52) 55 5525 1840  
[www.abcomunicacion.com.mx](http://www.abcomunicacion.com.mx)

Alfeiran & Pro Relaciones Públicas y Eventos  
[www.alfairanpro.com](http://www.alfairanpro.com)

Alterpraxis, SC (\*)

Arvizu Comunicación Corporativa  
Homero 430-3  
C.P. 11560 México, D.F.  
Tel: 011 52 (55) 5250 9735  
[www.arvizu.com.mx](http://www.arvizu.com.mx)

Burson-Marsteller México  
Boulevard Manuel Avila Camacho No.176 5to Piso  
Col. Reforma Social  
11650 Miguel Hidalgo, México, D.F.  
Tel: 52 555 351 6500  
[www.bm.com](http://www.bm.com)

Comunicación Corporativa Consultores, S.C.  
Gerente General: Martha Montemayor

Comunicación Financiera, SC. (\*)

Consultoría en Relaciones Públicas S.C.  
Rio Guadalquivir No. 29  
Col. Cuauhtémoc. C.P. 06500  
México, D.F.  
Tel: 55139125  
[patriciao@att.net.mx](mailto:patriciao@att.net.mx)  
[www.consultoriaenrelacionespublicas.com](http://www.consultoriaenrelacionespublicas.com)

Contacto en Medios  
Manzanas No. 56 5to Piso  
Col. Tlacoquemecatl del Valle de México. D.F.  
Tel: 52 50627400  
[www.contactoenmedios.com.mx](http://www.contactoenmedios.com.mx)

CyPress, Comunicación y Prensa  
Tels: 55 30951553 – 55 24554239  
[www.cypresscyp.com](http://www.cypresscyp.com)

Edelman  
Santa Margarita #108, piso 1  
Col. Del Valle  
México, D.F. 03100  
Tel: +52-55-5350-1500  
[www.edelman.com.mx](http://www.edelman.com.mx)

Estrategus  
Forestal No. 26  
Col. Chimali. Tlalpan, D.F.  
Tel: 58860056  
[estrategus@estrategus.com](mailto:estrategus@estrategus.com)  
[www.estrategus.com](http://www.estrategus.com)

Fleishman Hillard  
Monte Pelvoux No. 210, 3er Piso B  
Lomas de Chapultepec  
México City, DF 11000  
Tel: +52-55-5540-6031  
[www.fleishman.com](http://www.fleishman.com)

Grupo InfoSol, S.A. de C.V.  
Av. Adolfo López Mateos # 53  
Col. Jardines de San Mateo  
Naucalpan, Estado de México  
C.P. 53240  
Tel: + 52 (55) 5560 1000  
[www.infosol.com.mx](http://www.infosol.com.mx)

Grupo Public International SA de CV  
Galileo 320 Col. Polanco  
CP. 11550, México DF.  
Tel: 55 52033375

Fax: 55 52502527  
[public@grupopublic.com](mailto:public@grupopublic.com)  
[www.public.com.mx](http://www.public.com.mx)

Hannan @ Associates - Consultores en Comunicación (\*)

Hill & Knowlton México  
Prol. Paseo de la Reforma  
No. 490 1er piso  
México, D.F., 01210  
Tel: 52 55 9177 1860  
[www.hillandknowlton.com](http://www.hillandknowlton.com)

IMS (Interamerican Marketing Solutions) México  
Newton No. 293 piso 3 oficina. 301  
Col. Chapultepec Morales  
C.P. 11560 México, D.F.  
Tel: (5255) 5250 4017 / 5250 4096  
[www.imsmarketing.com](http://www.imsmarketing.com)

International Consulting and Marketing (\*)

Interlink, Relaciones Públicas México  
[www.cosmos.com.mx](http://www.cosmos.com.mx)

IQ PR, más que simple comunicación (\*)

ipunto Comunicación y Relaciones Públicas  
Directora General: Zulema Jureidini M.  
[zjureidini@ipuntorp.com.mx](mailto:zjureidini@ipuntorp.com.mx)  
[www.ipuntorp.com.mx](http://www.ipuntorp.com.mx)

Ketchum México Relaciones Públicas  
Col. Bosques de las Lomas  
México 11700 D.F.  
Tel: 5255 5245 8855  
[www.gricorpketchum.com](http://www.gricorpketchum.com)

La Bola de Papel Comunicación S.C.  
Calle de Comitán #10, Planta baja.  
Hipódromo de la Condesa  
México, D.F. C.P.06100  
Tels: 55 24540400 y 0404 – 55 26146376  
[webmaster@laboladepapel.com](mailto:webmaster@laboladepapel.com)  
[www.laboladepapel.com](http://www.laboladepapel.com)

LG Relaciones Públicas  
Prolongación Farallón esq. Costera Miguel Alemán, Local 5 y 5ª  
Centro Comercial Marbella  
Acapulco, Guerrero. México  
Tel/fax: 744 4842894  
[lgrelacionespublicas@gmail.com](mailto:lgrelacionespublicas@gmail.com)  
[www.lgrelacionespublicas.com](http://www.lgrelacionespublicas.com)  
LZ Asesores en Asuntos Corporativos (\*)

Marketing Q: Strategies & Communication



Carracci 120, Extremadura Insurgentes  
C.P. 03740, México D.F.  
Tel: 5615 2195  
[www.marketingq.com.mx](http://www.marketingq.com.mx)

Martínez Fresan Comunicaciones México  
[www.mfc.com.mx](http://www.mfc.com.mx)

Massideas Relaciones Públicas SA De CV  
Avenida Alfonso Nápoles Gandara 50  
Edificio Cygni – Piso 4  
Lomas de Santa Fé. CP. 01219  
México, DF.  
Tel: 55 55236483  
[info@massideasrp.com](mailto:info@massideasrp.com)  
[www.massideasrp.com](http://www.massideasrp.com)

Méndez y Asociados Zimat Golin/Harris Consultores México  
[www.zimat.com.mx](http://www.zimat.com.mx)

Mier y Terán & Asociados  
Leibnitz 81, Col. Anzures  
Del. Miguel Hidalgo 11590  
México D.F.  
Tel: 55454902  
[info@mieryteran.com](mailto:info@mieryteran.com)  
[www.mieryteran.com](http://www.mieryteran.com)

Murphy & Partners  
[www.murphypartners.com](http://www.murphypartners.com)

Pasa La Voz Relaciones Públicas  
[www.pasalavozrp.blogspot.com](http://www.pasalavozrp.blogspot.com)

Penagos Comunicación SC (\*)

PR Partners  
Ejército Nacional 1112-601  
Col. Los Morales  
Polanco. C.P. 11510  
Tels: 55 572128/52 - 55959077/88  
[Contacto@prp.com.mx](mailto:Contacto@prp.com.mx)  
[www.prp.com.mx](http://www.prp.com.mx)

Promotora ACCSE  
Los Juárez No. 37, Col San José Insurgentes.  
C.P. 03900, México, D.F.  
Tel y Fax: 55635970, 55980784  
[info@accse.net](mailto:info@accse.net)  
[www.accionsocialempresarial.com](http://www.accionsocialempresarial.com)

RETO, Relación Total  
Contacto: Cynthia Prudencio Lugo  
[cprudencio@relaciontotal.com](mailto:cprudencio@relaciontotal.com)

Tel: 55 56017356  
[www.relaciontotal.com](http://www.relaciontotal.com)

Smart Business De México S.A. DE C.V  
Campeche 429-5, Condesa 06410  
México, D.F.  
Tel: 55 52086029  
[customer@smart-business.com.mx](mailto:customer@smart-business.com.mx)  
[www.smart-business.com.mx](http://www.smart-business.com.mx)

SPIA Comunicación Corporativa y Relaciones Públicas (\*)

The Jeffrey Group México S de RL de CV  
Homero 1343 No. 402  
Col. Los Morales – Polanco  
México, DF. CP. 11540  
Tel: 55 52811121  
Fax: 55 52811448  
Director General: Mariana Villareal. Ext. 114  
<http://www.jeffreygroup.com/espanol/>

(\*) Further information not available

### Professional Associations

Although it is known that the creation of the first public relations agency dates back to 1949, it was not until 1960 when the first business alliances and partnerships appeared in the sector. Sánchez Fogarty was a pioneer in the establishment of modern public relations. He was the first president of a public relations association in the country and hosted the first Inter American Conference of Public Relations Associations. Today, this trade group is known as the Mexican Association of Public Relations professionals (PRORP) (Rebeil, Montoya, & Hidalgo, 2009).

Following are listed the known public relations associations in México:

Asociación de Relaciones Públicas del Caribe Mexicano, A.C.  
[info@arpcancun.com.mx](mailto:info@arpcancun.com.mx)  
Tel: (998) 168 66 11  
Cancun, México  
[www.arpcancun.com.mx](http://www.arpcancun.com.mx)

ARPEG: Asociación de Relacionistas Públicos del Estado de Guerrero, A.C.  
Director: Dra. Neysi Palmero Gómez  
<http://arpeg.foroes.net/portal.htm>

AMAI: Asociación Mexicana de Agencias de Investigación de Mercado y Opinión Pública A.C.  
Homero 223 piso 2, Col. Polanco, C.P. 11560, México D.F.  
Tel. 5545-1465 Tel/Fax. 5250-2107  
[amai@amai.org](mailto:amai@amai.org)  
[www.amai.org](http://www.amai.org)

AMIC: Asociación Mexicana de investigadores de la Comunicación  
<http://www.amicMéxico.org>

AMCO: Asociación Mexicana de Comunicadores

Presidente: Ignacio Robledo Cervantes (2009-2011)  
ignacio@amco.com.mx  
Tels: (55) 2208 0526 01800 8 239 096  
México, D.F.  
[www.amco.com.mx](http://www.amco.com.mx)

PRORP: Asociación Mexicana de Profesionales de Relaciones Públicas  
Presidenta: Lorena Carreño  
Gerente: Claudia Gómez  
Carracci no. 120  
Extremadura Insurgentes  
03740 México, D.F.  
T. (01 55) 5615 2195  
cgomez@prorp.org.mx  
[www.prorp.org.mx](http://www.prorp.org.mx)

RELAPO: Profesionales en Relaciones Públicas de Occidente A.C.  
Jalisco, México  
<http://www.relapo.org.mx/>  
**Education**

In México, journalism and mass communication programs have been available in higher education institutions since 1949 and 1960 respectively (Rebeil & Hernandez, in press, cited in Rebeil, Montoya & Hidalgo, 2009). Fortunately, six years later in 1966, México hosted the VII Conference of CONFIARP, mainly addressing essential aspects of public relations education and training (Barquero & Senac, 2002). Nevertheless, it was not until 1976 when communication programs were offered by Universidad Latinoamericana and Universidad del Pacífico. Several other universities added public relations courses or majors in their programs. Toward the end of the 1970s and in the 1980s, academic programs in public relations, advertising, and organizational communication were banned from several universities for being considered less academic and more pro-capitalist and pro-imperialist. That restriction is now in the past and currently more and more universities include strategic communication courses in their programs at both undergraduate and graduate levels, becoming favorite specializations (Rebeil & Hernández in Rebeil, Montoya, & Hidalgo, 2009)

Listed below are the universities and colleges that have public relations in their curricula:

Universidad del Valle de México  
México, DF.  
[www.uvm.com.mx](http://www.uvm.com.mx)

Universidad Autónoma del Estado de Morelos (Campus Oriente)  
Cuautla, Morelos.  
[www.uaem.com.mx](http://www.uaem.com.mx)

Centro Avanzado de Comunicación "Eulalio Ferrer" CADEC  
México, DF.  
[www.cadec.com.mx](http://www.cadec.com.mx)

Universidad del Noroeste UNE  
Tampico, Tamaulipas.  
[www.une.edu.mx](http://www.une.edu.mx)

Centro Universitario Español  
Acapulco Guerrero.

[www.cue.edu.com](http://www.cue.edu.com)

Centro de Estudios Gestalt  
Veracruz, Veracruz.  
[www.cegestalt.com.mx](http://www.cegestalt.com.mx)

Universidad Veracruzana  
Veracruz, Veracruz.  
[www.uv.mx](http://www.uv.mx)

*Universidad la Salle (Diplomado en Relaciones Públicas y Medios)*  
[www.ulsal.edu.mx](http://www.ulsal.edu.mx)

*Universidad Madero*  
Puebla, Puebla.  
[www.umad.edu.mx](http://www.umad.edu.mx)

Universidad Latinoamericana  
Tlalnepantla, Estado de México.  
[www.ula.edu.mx](http://www.ula.edu.mx)

Universidad Iberoamericana (*Diplomado*)  
Tijuana [www.tij.uia.mx](http://www.tij.uia.mx)

Universidad Jesuita de Guadalajara (*diplomado*)  
[www.iteso.mx](http://www.iteso.mx)

Universidad Autónoma de Guadalajara  
[www.uag.mx](http://www.uag.mx)

Universidad Del Valle de Matatipac  
[www.univam.edu.mx](http://www.univam.edu.mx)

Universidad Mesoamericana de San Agustín  
[www.umsa.edu.mx](http://www.umsa.edu.mx)

Universidad Tajin  
[www.utajin.edu.mx](http://www.utajin.edu.mx)

Centro Universitario México Valle  
Monterrey, Nuevo León.  
[www.unioprtunidades.com.mx](http://www.unioprtunidades.com.mx)

Centro de Investigación en Educación Virtual (especialidad on-line)  
[www.ciev.edu.mx](http://www.ciev.edu.mx)

Instituto de Comunicación Especializada  
Puebla, Puebla.  
[www.emagister.com.mx/instituto\\_comunicacion\\_especializada-centrodetalles-23030.htm](http://www.emagister.com.mx/instituto_comunicacion_especializada-centrodetalles-23030.htm)

Campus Digital (curso on-line)  
[www.campusdigital.com](http://www.campusdigital.com)

Universidad España de Durango  
[www.unes.edu.mx](http://www.unes.edu.mx)

*Centro de Estudios en Ciencias de la Comunicación*  
 México, DF.  
[www.cecc.edu.mx](http://www.cecc.edu.mx)

*Centro de Extensión Educativa (Curso)*  
 México, DF.  
[www.exeducativa.com](http://www.exeducativa.com)

*Universidad Autónoma de Guerrero*  
[www.uagro.mx](http://www.uagro.mx)

*Universidad Hernán Cortés*  
[www.uhc.edu.mx](http://www.uhc.edu.mx)

*Centro Especializado en Capacitación Empresarial (Capacitación)*  
[http://www.emagister.com.mx/centro\\_especializado\\_capacitacion\\_empresarial-centrodetalles-22479.htm](http://www.emagister.com.mx/centro_especializado_capacitacion_empresarial-centrodetalles-22479.htm)

### **Legal and regulatory system with direct and indirect impacts on public relations practices**

The commercial speech and business communication in México are subjects of a variety of regulations. The laws governing professional communication practices and, most important, laws governing freedom of expression and press freedoms are Articles 6 and 7 of the General Constitution of the Republic, the Printing Act and Article 1916 bis of the Civil Code for the Federal District. In recent additions, the Law of Transparency and Access to Public Information also guide communications practices. Listed below is the main legal framework that directly or indirectly regulates public relations in México:

- Régimen legal de la Publicidad
- Código de Ética Publicitaria
- Ley General de Salud
- Reglamento de la Ley General de Salud en materia de Control Sanitario de la Publicidad
- Convenio adicional a la legislación vigente sobre publicidad de productos de tabaco
- Convenio sobre bebidas alcohólicas
- Artículos referentes a bebidas alcohólicas en la Ley General de Salud
- Ley Federal de Protección al Consumidor
- Artículos referentes a la publicidad y promociones en la Ley Federal de Protección al Consumidor
- Ley Federal de Radio y Televisión
- Reglamento de la Ley Federal de Radio y Televisión y de la Industria Cinematográfica
- Ley Federal de Cinematografía
- Ley de Imprenta
- Ley de Casa de Moneda en México
- Ley Federal del Derecho de Autor
- Ley del Impuesto al Valor Agregado
- Ley sobre el Escudo, la Bandera y el Himno Nacional
- Ley de Adquisiciones Arrendamientos y Servicios del Sector Público
- Ley Federal de Juegos y Sorteos
- Reglamento de la Ley Federal de Juegos y Sorteos
- Campañas de comunicación social de la administración pública federal para 2005-2006

- Norma para las prácticas comerciales en materia de promociones coleccionables y/o por medio de sorteos y concursos
- Proyecto corregido de Norma Mexicana de Calidad para Agencias de Publicidad
- Acuerdo por el que se establecen los lineamientos generales para la orientación, planeación, autorización, coordinación, supervisión y evaluación de las estrategias, los programas y las campañas de comunicación social de las dependencias y entidades de la administración pública federal para los ejercicios fiscales 2005-2006, Gobernacion
- Criterios metodológicos para la evaluación de campañas de comunicación social, Gobernación
- Restricciones para ligar marcas al Mundial 2006
- Reglamento de la Ley de Protección al Consumidor
- Convenio Modificatorio Conar-Cofepris
- Norma Mexicana de Agencias de Publicidad, Servicios y Requisitos

For more detailed legal information consult the following Web link:

[http://www.amap.com.mx/regimen\\_legal.php](http://www.amap.com.mx/regimen_legal.php)

## Publications

Searches in databases of two major Mexican bookstores (PORRUA and GANDHI) resulted in 34 and 20 publications, respectively, of European and U.S. public relations authors, as well as some Mexican and Latin American authors such as those listed below:

Bonilla Gutierrez, Carlos (2004) Relaciones públicas. Grupo editorial CECSA. México.

Fernandez Cantu, Marcela (2005) Relaciones Públicas y globalización. Edamex. México.

Mercado, Salvador (2001) Relaciones públicas aplicadas: un camino hacia la productividad. Cengage Learning Editores. México.

Mercado, Salvador (2009) Relaciones Públicas. ED PAC México.

Raymond, Simon (2008) Relaciones públicas: teoría y práctica. Editorial Limusa. México

Rios Szalay, Jorge (2009) Relaciones Públicas: su administración en las organizaciones. Editorial Trillas. México.

Soria Murillo, Victor Manuel (2000) Relaciones públicas y humanas. Editorial Limusa. México.

## Otras publicaciones

Las Relaciones Públicas en México: Contextos Económico, Político y Mediático en un Proceso Histórico de Cambios. Angeles Moreno y Juan Carlos Molleda. Número 48. Revista electrónica Razón y Palabra. México 2006.

<http://www.razonypalabra.org.mx/anteriores/n48/morenomolleda.html>

## Current status

A report of PRORP (2008) coordinated by Marco Herrera, documented that the public relations industry in México reached a net value of 1,9 millions of pesos (around \$ 190K), “that is a 11% above the report of 2007. This had to do that the calculations were estimates in previous years; on the other hand, in this year [2008] more agencies participated and finally, for the first time, private companies also participated ...” (n.p.).

The advancement has been significant because “...during 2006, the industry generated a total of 3,130 jobs. Thus total was divided into different categories and levels: executives, account directors, supervisors, support employees, and production personnel. Of this total number of employees, six of every 10 are full-time employees, while the rest are employees hired for a project” (PRORP, 2008, n.p.). As it is known, the profession is performed, in most cases, by females with a percentage of 62% of the total workforce (PRORP, 2008).

It should be mentioned that in the country there is a way to get a job done, which is very common practice: the "palanca" or personal influence. Palanca literally translates as a lever, but in practice means personal networking and influence that can be accomplished by a friend, neighbor, compadre, colleague, or family member recommends you to another person toward whom they can exert power, persuasion, or even control. Palancas are used to help obtain jobs, contracts, and many other business, political, and social benefits. The implication of this social practice for public relations sector is that positions can be given to unqualified individuals who try to learn the practices when they are hired, which negatively impact productivity and performance. This practice is known as “amiguismo”; it also could be a manifestation of nepotism.

According to PRORP’s analysis, the public relations industry in México is becoming specialized because private companies, as well as government institutions and entities are demanding the following services:

- Corporate public relations, offered by 72% of agencies.
- Integrated communication, 36%.
- Product publicity, 36%.
- Event planning, 33%.
- Media relations, 44%.
- Social responsibility, 53%.
- Crisis prevention and management, 44%.
- Lifestyle and fashion public relations, 25%.
- Lobbying, 25%.

Twelve percent of the participating agencies of the PRORP study was founded in or before the '80s, 42% was founded in the '90s between 1995 and 2000 approximately; 19% was created in 2000, and 27% in 2001 and successive years (PRORP 2006).

Seventy percent of the total participating agencies maintain some relationship with a public relations agency abroad. More than half (53%) belong to international network in order to participate in projects. Overall, 17% are interested in being a representative for the sale of services; other 17% of agencies have a company or have international alliances, what that gives them the ability to offer services in different countries and offer services to international companies in México. More than half (81%) of the participants in the annual study predict that the industry will grow by 20% (PRORP, 2008)

## References cited and consulted

Barquero, J.D., & Senac, R.P. (2002). *Relaciones públicas: evolución histórica y cronológica de la relaciones públicas y comunicación en Hispanoamérica*. CSEDOHC

Bonilla, Carlos. (2004). *Relaciones públicas: factor de competitividad para empresas e instituciones*. México: Compañía Editorial Continental.

México timeline. (2010). BBC Website. Retrieved August 21, 2010 from [http://news.bbc.co.uk/2/hi/americas/country\\_profiles/1210779.stm](http://news.bbc.co.uk/2/hi/americas/country_profiles/1210779.stm)

Molleda, J.C., & Moreno, A. (2006). The transitional socioeconomic and political environments of public relations in México. *Public Relations Review*, 32, 104-109.

Molleda, J.C., & Moreno, A. (2008). Balancing Public Relations With Socioeconomic and Political Environments in Transition: Comparative, Contextualized Research in Colombia, México, and Venezuela. USA: The Association for education in journalism and mass communication.

Rebeil, M.A., Montoya, A., Hidalgo, J.A. (2009). *The public relations industry in México: from amateurship to the construction of a discipline*. In K. Sriramesh & D. Vercic (Eds.), *The global public relations handbook: theory, research, and practice* (pp. 676-703). New York, NY: Routledge.

Rosenberg, M., & Barrera, A. (2010). México to hire PR firms to scrub drug war image. Reuters website. Retrieve August 21, 2010 from <http://www.reuters.com/article/idUSTRE65F74A20100617>

Viotti, P.R., & Kauppi, M.V. (2007) *International relations and word politics: security.economy,identity*. Third Edition. Upper Saddle River, New Jersey: Pearson Education, Inc.

### Media in México

#### Newspapers

<http://www.excelsiorinternet.com.mx>

<http://www.cuestion.com.mx>

<http://www.diariodeMéxico.com.mx>

[eldiascl@prodigy.net.mx](mailto:eldiascl@prodigy.net.mx)

<http://www.economista.com.mx>

<http://www.elfinanciero.com.mx>

<http://www.heraldo.com.mx>

<http://www.elindependiente.com.mx>

<http://www.elsoldeMéxico.com.mx>

<http://www.el-universal.com.mx/>

<http://www.esto.com.mx/>

<http://www.cronica.com.mx>

<http://www.jornada.unam.mx>

<http://www.la-prensa.com.mx>

[lemondediplomatiquemex@yahoo.com](mailto:lemondediplomatiquemex@yahoo.com)

<http://www.Méxicohoy.com.mx>

<http://www.miambiente.com.mx>

<http://www.milenio.com>

<http://www.ovaciones.com.mx>

<http://www.reforma.com>

<http://www.thenewsMéxico.com>



<http://www.unomasuno.com.mx>  
<http://www.periodicozocalo.com.mx>

## Television

Canal 11 (IPN)  
<http://www.oncetv.ipn.mx>

Canal 22  
<http://www.canal22.org.mx>

Canal 40 Corporación de Noticias e Información (CNI)  
<http://www.cni40.com.mx/>

Multivisión, SA (MVS)  
<http://www.mvs.com.mx>

Productora y Comercializadora de Televisión, SA de CV (PCTV)  
<http://www.pctv.com.mx>

Televisa, SA de CV  
<http://www.televisa.com.mx>

Televisión Azteca, SA de CV  
<http://www.tvazteca.com.mx>

TV UNAM  
<http://www.unam.mx>

## Radio

ABC Radio (XEABC)  
<http://www.760.com.mx>

Asociación de Concesionarios Independientes de Radio, SA (Grupo ACIR)  
<http://www.grupoacir.com.mx>

Asociación de Radiodifusores del Valle de México, AC (ARVM)  
<http://www.arvm.com.mx/>

Asociación Radiodifusoras y Televisoras de Occidente, AC  
<http://www.cirt.com.mx>

Cámara Nacional de la Industria de Radio y Televisión (CIRT)  
<http://www.cirt.com.mx>

Corporación Mexicana de Radiodifusión, SA  
<http://www.cmr.com.mx>

Estéreo 100 (XHMM)

<http://www.nrm.com.mx/estaciones/stereocien/>

Frecuencia Modulada Mexicana, SA de CV / MVS Radio

<http://www.mvsradio.com.mx>

Funcionamiento Íntegro de Radiodifusoras Mexicanas Enlazadas, SA (FIRMESA)

[firmesa@hotmail.com](mailto:firmesa@hotmail.com)

Grupo 7, SA de CV

<http://www.gruposiete.com.mx/>

Grupo Radio Centro, SA

<http://www.radiocentro.com.mx/>

ibero90.9 radio

<http://www.uia.mx>

Imagen Telecomunicaciones

<http://www.imagen.com.mx>

Infored SA de CV (XERED)

<http://www.monitor.com.mx>

Instituto Mexicano de la Radio (IMER)

<http://www.imer.gob.mx/>

Núcleo Radio Mil (NRM)

<http://www.nrm.com.mx/>

Organización Impulsora de Radio, SA (OIR)

<http://www.gruporadiocentro.com.mx>

Organización Radio Fórmula (ORF)

<http://www.radioformula.com.mx>

Radio Chapultepec, SA de CV

<http://www.radiochapultepec.com.mx>

Radio Educación (XEEP)

<http://www.radioeducacion.edu.mx/>

Radio Fórmula

<http://www.radioformula.com.mx>

Radio Universidad (XEYU)

<http://www.unam.mx/radiounam>

Radio, SA

[radio13@data.net.mx](mailto:radio13@data.net.mx)

Radiodifusoras Asociadas, SA de CV (Cadena RASA)

<http://www.rasa.com.mx>

Radorama, SA

<http://www.radorama.com.mx>

## Cine

Instituto Mexicano de Cinematografía

[www.imcine.gob.mx](http://www.imcine.gob.mx)

Cineteca Nacional

[www.cinetecanacional.net](http://www.cinetecanacional.net)

Consejo Nacional para la Cultura y las Artes

[www.conaculta.gob.mx](http://www.conaculta.gob.mx)

Instituto Nacional del Derecho de Autor, INDAUTOR

[http://www.sep.gob.mx/wb2/sep/sep\\_459\\_indautor](http://www.sep.gob.mx/wb2/sep/sep_459_indautor)

Secretaría de Comunicaciones y Transportes

[www.sct.gob.mx](http://www.sct.gob.mx)

Academia Mexicana de Artes y Ciencias Cinematográficas, A.C.

<http://www.academiamexicana.com>

Comisión Nacional de Filmaciones México A.C.

<http://www.conafilm.org.mx>

Cámara Nacional de la Industria Cinematográfica, CANACINE

[www.canacine.org.mx](http://www.canacine.org.mx)

Filmoteca de la UNAM

<http://www.unam.mx/filmoteca>

Estudios Churubusco Azteca

<http://www.estudioschurubusco.com>

Centro de Estudios Cinematográficos INDIfilms

<http://www.indifilms.com.mx>

Centro Universitario de Estudios Cinematográficos, CUEC UNAM

<http://www.cuec.unam.mx>

Centro de Capacitación Cinematográfica, CCC

<http://ccc.cnart.mx>

Escuela de Cine de Estocolmo

[www.stockholmsfilmskola.com](http://www.stockholmsfilmskola.com)

GOLEM Producciones y Revista Onderfilm

<http://www.golemproducciones.com>

KODAK Mexicana, División Cine Profesional

<http://wwwmx.kodak.com/cluster/lar/es/motion/paises/indexMéxico.shtml>

PANASONIC, División Audiovisual Profesional

<http://www.panasonic.com.mx/avpro>

Revista Telemundo

[www.canal100.com.mx](http://www.canal100.com.mx)

Revista 24xsegundo

[www.24xsegundo.com](http://www.24xsegundo.com)

Revista Cinemania

[www.cinemaniamexico.com.mx](http://www.cinemaniamexico.com.mx)

Revista Cine Premiere

[www.premiere.com.mx](http://www.premiere.com.mx)

CTT Expendables & Rentals

<http://www.cttrentals.com>

Base de datos de películas

[www.imdb.com](http://www.imdb.com)

# Country Profile

**Official name:** Estados Unidos Mexicanos (United States of México)

**Independence Day:** September 16, 1810

**Area total:** 1,964,375 sq km

**Borders:** México has borders with the United States of America, Guatemala and Belize, totaling 4,301 kilometers distributed as follows:

- The frontier with the United States of America, from Monument 258 in the northeast of Tijuana to the mouth of the Rio Grande in the Gulf of México, is 3,152 km long. Border states in the north of the country include Baja California, Sonora, Chihuahua, Coahuila and Nuevo León.
- México shares a 956-km border with Guatemala and a 193-km frontier with Guatemala (excluding the 85,266-km maritime border in Chetumal Bay) the Border States in the south and southeast of the country are: Chiapas, Tabasco, Campeche and Quintana Roo.

**Capital City:** México City

**Climate:** tropical to desert; high rugged mountains, low coastal plains, high plateaus, desert.

**Population:** México has a population of more than 111 million inhabitants, according to the National Institute of Statistics and Geography (Instituto Nacional de Estadísticas y Geografía, INEGI), June 2010, with an ethnic composition of 60% mestizo, 30% Indian, 9% European and 1% other.

**Religious Affiliation:** Roman Catholic 76.5%, Protestant 6.3% (Pentecostal 1.4%, Jehovah's Witnesses 1.1%, other 3.8%), other 0.3%, unspecified 13.8%, none 3.1% (2010 Census)

**Major cities:** México City, Guadalajara, Netzahualcóyotl, Monterrey, Puebla, León, Ciudad Juárez y Tijuana.

**Languages:** Spanish only 92.7%, Spanish and indigenous languages 5.7%, indigenous only 0.8%, unspecified 0.8%; note - indigenous languages include various Mayan, Nahuatl and other regional languages (2005)

**Form of government:** Federal republic, 31 states plus one federal district (México City)

**President:** Felipe Calderon Hinojosa

## Brief History

México cultural and social diversity can be explained by extraordinary historical events. In 1519, Hernán Cortés arrived in México from Spain, and within only two years had conquered the Aztecs. México gained independence from Spain on September 16 of 1810; that is, in 2010, the country celebrated its **bicentennial** anniversary as an independent nation. The day when México gained its independence, an armed uprising was carried out by Miguel Hidalgo in Dolores, state of Hidalgo. Ignacio Allende, Juan Aldama, and Mariano Abasolo followed the military leader and supported his action. In Atotonilco, state of Morelos, Hidalgo held up a banner of the Virgin of Guadalupe as a sign of the independence's movement ("Cronología básica," 2010). The government of México produced a comprehensive bicentennial website with a **chronology** of the country's history.

Porfirio Díaz ruled México from 1878-1911. He helped to bring México into the industrial age and distance itself from the wars that had been a part of its history for six decades. Díaz, after nearly 30 years in power, declared to the journalist James Creelman that México was ready for democracy and in 1910 he would step down from power ("Cronología básica," 2010).

Following the revolution of 1910, in which an estimated one in eight Mexicans died, political efforts focused on a program of land reform and redistribution, as well as rebuilding the country's infrastructure under the leadership of what would later become the Institutional Revolutionary Party (Spanish acronym PRI).

Civil problems continued. The challenging social and political situations led to violent clashes with armed forces in 1966. This happened before the 1968 Olympic Games in México City. The country economically recovered with the oil boom of the 1970s; however, soon after, in the 1980s, the country experienced its worst economic recession in decades. In 1988, Carlos Salinas de Gortari was elected president of México and began a program to reduce the country's inflation and external debt. It was then that México would become an economic model of free trade. Salinas de Gortari signed the historic North American Free Trade Agreement (NAFTA) with Canada and the United States of America in 1994 ("Cronología básica," 2010).

Almost immediately after the passing of NAFTA, the indigenous group named "Zapatistas" took up arms in the southern state of Chiapas to protest against the injustices embedded, according to their view, in the free-trade treaty. They argued that it would increase the divide between rich and poor in the country, especially leaving indigenous people out of economic prosperity. Consequently, the indigenous movement evolved into a large army of unarmed peasants calling itself the Zapatista Army of National Liberation (EZLN) that seized the state capital of Chiapas, San Cristobal de las Casas, demanding social and economic justice. This group was expelled from the capital in a few days, but the Zapatista movement continues to this day ("Cronología básica," 2010).

In 1994, Luis Donaldo Colosio was murdered. He was considered the PRI's front-runner candidate for the presidency. It is then when Ernesto Zedillo, also of the PRI, was elected president with 50 percent of the popular vote. A few days after his rise to power, the Mexican peso collapsed, leading to a crippling recession. Despite the difficult start of his term, Zedillo's policies helped the country move forward financially. The 2000 presidential elections came with great expectations of political change. The national leader of the National Action Party (Spanish acronym PAN), and former Coca-Cola executive, Vicente Fox, won the election, ending 71 years of the PRI in government. Fox helped lead México to be more competitive in international trade and world's affairs. Six years later, Felipe Calderón Hinojosa succeeded Fox in the presidency; the PAN retained power for a second term in the country's highest political office. Calderón led the festivities

of the bicentennial of México's independence from Spain in 2010, facing great economic and social challenges that may determine the changes of the PAN to retain federal power in the scheduled presidential elections of 2012 ("Cronología básica," 2010).

For a complete historical timeline in Spanish goes to <http://www.bicentenario.gob.mx/> and in English goes to [http://news.bbc.co.uk/2/hi/americas/country\\_profiles/1210779.stm](http://news.bbc.co.uk/2/hi/americas/country_profiles/1210779.stm)

## Culture

Everyone knows that **tequila**, **mariachi** and tacos are international symbols of the Mexican culture. Also, that Mexicans, like any other Latin American citizens, are cheerful and party lovers by nature, but beyond that, describing contemporary Mexican culture is not easy. It is a culture full of traditions, and the result of both history and modernization ("Mexican culture", 2000-2010).

The **traditions** of each state and the relations of power and reinterpretations of existing cultural elements have been central to Mexican culture. Interestingly, when México won independence from Spain had no consolidated national identity; possibly the only thing that kept the country's people faithful to their religion and the certainty of having been born in a territory that aimed to be a State. Independent of this fact, ethnic and community identities are intertwined.

The Mexican people are made up of a rich cultural diversity and **ethnic groups** that date back over 3,000 years of history with some 600 different ethnic groups according to official figures. In recent years, there have been a growing mix of habits, and I dare to say that the "change of manners" due to the significant influence of the northern neighboring country. It is now common to hear young people celebrating Halloween instead of celebrating "The Day of the Dead" to name one among many other examples of shifts traditions.

## Economy

The 2010 economic freedom score of México is 68.3, which makes its economy freer in relation of the previous year. The country proudly occupies third place in North America, noting that this economic freedom score is far above the world average (Economic Freedom Index, 2010). Business, trade and fiscal freedoms are the highlights of the improved score. Income levels are growing and tax rates are moderate. The total tax burden is low. Commercial operations are gradually becoming more rational and the creation of new businesses is growing efficiently. The government's reform program has been intense, but a slow progress is present, improving efficiency of expenditure and accountability and promoting a more transparent and competitive financial sector. The government has made efforts to eliminate monopolies and introduce measures to reform the judiciary.

The weaknesses of the country's economy continue to be, in a considerable degree, corruption and a tight labor market. The judicial system continued immersed in corruption and slow resolution of cases. The drug cartels and the kidnapping gangs are the order of the day. Shameless, their activities are increasing national fears and international condemnation (Economic Freedom Index, 2010).

## Additional references

Cronología básica de la independencia de México. (2010). Bicentennial website of the Mexican Government. Retrieved on September 15, 2010, from [http://www.bicentenario.gob.mx/index.php?option=com\\_content&view=article&id=467&Itemid=81](http://www.bicentenario.gob.mx/index.php?option=com_content&view=article&id=467&Itemid=81)

Cultura de México. (2000-2010). Website of Explorando México. Retrieved June 7, 2010, from <http://www.explorandoMéxico.com.mx/about-México/5/>

Economic Freedom Index. (2010). Website of the Heritage Foundation. Retrieved August 21, 2010 from <http://www.heritage.org/Index/Country/México>.

National Institute of Statistics and Geography (Instituto Nacional de Estadística y Geografía, INEGI). (2010). Available at <http://www.inegi.org.mx/inegi/default.aspx>

Official Web site of México. <http://www.presidencia.gob.mx>

Public Relations Society of America (PRSA) [www.prsa.org](http://www.prsa.org)



## Contact information

The Global Alliance is always interested in cooperating with local institutions and associations to provide profiles of the social, economic and media context of member countries, along with details on the local public relations industry, its main activities and tips on successful local practice.

For suggestions and discussion, please contact:

Anne Gregory, Global Alliance Chair, [a.gregory@leedsmet.ac.uk](mailto:a.gregory@leedsmet.ac.uk)

Catherine Arrow, Global Alliance Secretary, [catherine.arrow@gmail.com](mailto:catherine.arrow@gmail.com)

Dr. Judy VanSlyke Turk, APR, Fellow PRSA, Global Alliance Board Member, [jvturk@vcu.edu](mailto:jvturk@vcu.edu)

Juan Carlos Molleda, Ph.D., Project Coordinator and Professor at the University of Florida, [jmolleda@jou.ufl.edu](mailto:jmolleda@jou.ufl.edu)

### Global Alliance Center

Global Alliance for Public Relations and Communication Management

c/o USI Università della Svizzera Italiana □ via Giuseppe Buffi 13 □ CH-6900 Lugano □  
Switzerland

phone +41 58 666 47 72 □ fax +41 58 666 46 47

[info@globalalliancepr.org](mailto:info@globalalliancepr.org) □ [www.globalalliancepr.org](http://www.globalalliancepr.org)