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BY LEWIS LAZARE Media & Marketing Columnist

The Chicago White Sox are expected to announce Thursday that the team has selected the San Jose Group/Chicago as its first Hispanic ad agency of record. The move is part of an effort by White Sox owner Jerry Reinsdorf and the team's top management to grow a significant, loyal segment of the White Sox audience at U.S. Cellular Field, where on average about 14 percent of the crowd is Hispanic.

Energy BBDO/Chicago will continue to handle White Sox general market advertising.

The San Jose Group will work on a Hispanic-focused ad campaign that is expected to break in about four weeks. The finished campaign will include Spanish-language online work, as well as print, radio and television executions.

"Baseball is a powerful passion-point for Latinos, and we are going to tap into that excitement for the game and continue building affinity for the White Sox among Latinos," said George L. San Jose, president and chief operating officer of the San Jose Group, which was founded in 1981. The agency also will assist with public relations outreach to the metro Chicago Hispanic community, which numbers nearly 2 million people.

Meanwhile, the White Sox are expected to unveil the first print executions for their 2010 general market ad campaign next week to coincide with the start of individual ticket sales on Feb. 12. The new campaign will carry the tagline "White Sox baseball: It's black and white."

The theme is intended to suggest there are no gray areas at the White Sox, particularly when it comes to winning and losing. TV commercials may break as early as March, and some of the ads are expected to feature particular players.

George L. San Jose, president & chief creative officer of The San Jose Group, a multicultural advertising agency.

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