well as the team’s Spanish-language Facebook page and Twitter account.

Suzanne Medina, director of Spanish sites for MLBAM, describes these online resources as having an international reach. Currently, the Yankees’ Spanish-language Facebook page, Yankees Beisbol, has more than 391,000 likes compared with the more than 282,000 likes for S.F. Gigantes, the team account with the next-highest number of likes. On Twitter, @Yankees_Beisbol has more than 57,000 followers, while the division-rival Red Sox — @RedSoxBeisbol — follows in second with more than 32,900 followers.

“For those teams that already have Spanish accounts, they always mention the numbers from the Yankees and say, ‘Let’s look at that as the goal of where we want to go, what we want our numbers to look like,’” Medina said.

Latino affairs continues its reach into the community with more traditional media, as well, including a relationship with Univision Radio, which carries the Yankees’ Spanish-radio game broadcasts, and initiatives such as Yankees Magazine en Español, a Spanish-language version of the team’s game-day program produced with the Yankees’ publications department.

Maintaining a meaningful connection is an unending objective for Latino affairs. Rosa Ayala, executive subdirector of the Bronx Dominican Day Parade, acknowledged the department’s task and recognized that it has been an honor for her organization to construct a solid relationship with the Yankees.

“Latino affairs is the vehicle that can link the New York Yankees with the [Hispanic] community,” said Ayala.

The Yankees have been involved with the Bronx Dominican Day Parade since 2008, providing scholarships to local college students who are honored by the team during a pregame ceremony and who walk in the parade with a Yankees banner.

“Latino affairs’ approach is a comprehensive one, attempting to take advantage of every opportunity that arises within the Hispanic market,” García said. “Whereas other organizations may have a couple of individuals doing some work with this section of the fan base, they may not necessarily have an independent department focused entirely on this important community like we do.”

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September marked Hispanic Heritage Month, and the Yankees made it a huge focus at the Stadium.

“Since our fans are the best in the world, we are always looking for ways to connect with them,” said Yankees executive director of Latino affairs, Manuel García. “Celebrating Hispanic Heritage Month every year is a great example of this meaningful engagement. We know our fans enjoy the fun and exciting initiatives we put together – whether it is in-stadium, out in the community, or via our social media outlets.”

In addition to the publication of the fourth-annual Yankees Magazine en Español, the club hosted a number of ceremonies prior to home games. Among the recognitions were:

- Sept. 8 — Sonia Manzano, who played Maria on Sesame Street for 44 years, threw out the ceremonial first pitch.
- Sept. 24 — The Yankees presented the winners of the Carlos Beltran Scholarship Program at Hostos Community College. Four students from Hostos joined Beltran on the field. >>>
- Sept. 28 — Beloved Yankees pitcher Orlando Hernandez threw out the first pitch before the game against Boston.
- Sept. 29 — The Yankees presented the Hispanic Heritage Month Community Achievement Awards to recognize individuals and organizations that significantly contribute to the betterment of the Bronx community. This year’s winners were Literary Inc.; Highbridge Voices; Detective Carmen Tejada of the NYPD’s 44th Precinct; and Iris Rodriguez-Rosa, the Bronx borough commissioner for New York City Department of Parks & Recreation.

— Jon Schwartz

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