

- TRPI scholars stated that the Latino Television Study sample was “no better” than the Nielsen Hispanic sample. However, the composition of the Nielsen Hispanic sample for the four television markets in question was never compared to the Latino Television Study sample.
- Like Nielsen Media Research, the TRPI scholars could not grasp the fact that The Latino Television Study was not designed to represent a national sample of Latinos, but only Latinos in the four markets included. The sample size of 384 Latinos in each television market analyzed was actually greater than the sample sizes that Nielsen includes in several Latino television markets.
- TRPI scholars mistakenly concluded that the Nielsen estimates of Latino television viewing behavior were more accurate because they “electronically” recorded program choices. However, the majority of the 19 Latino markets currently analyzed by Nielsen Media Research rely on written diaries, not people meters, to determine which household members are viewing a particular program.

In summary, the TRPI evaluation of the Latino Television Study has only allowed Nielsen Media Research more time to maintain their “cloak of secrecy” as they continue to expand their controversial methodology to other television markets, and completely ignore the issue of undercounting Latino television audiences. This scholarly exercise in futility underscores the importance of a truly independent audit that is not tinged by the influence of Nielsen Media Research. Perhaps the scheduled Congressional hearings on July 15th will shed a brighter light on this issue than the limited insights provided by the TRPI scholars.

The National Latino Media Council is a coalition of the nation’s largest Latino civil rights and advocacy organizations. It was formed to address the lack of Latino representation in all facets of media. Its Chair is former Congressman Esteban Torres. Member organizations include National Council of la Raza (NCLR), League of United Latin American Citizens (LULAC), Mexican American Legal Defense & Education Fund (MALDEF), Puerto Rican Legal Defense & Education Fund (PRLDEF), National Association of Latino Elected Officials (NALEO), National Association of Latino Independent Producers (NALIP), Nosotros, National Association of Hispanic Publications, and the National Hispanic Media Coalition (NHMC). In conjunction with The NAACP the National Asian Pacific American Media Coalition and Indians in Film and Television the NLMC signed Memorandums of Understanding with ABC, NBC, CBS, Fox and Time Warner which will diversify their workforce and supplier development areas.

"Once again, Nielsen is disingenuously refuting a non-existent issue," said Alex Nogales, spokesperson for the National Latino Media Council. "The Rincon study is not, and does not purport to be, an alternative measurement to Nielsen. Through the use of sound sampling techniques, it simply raises serious concerns and notes troubling discrepancies between what a sample of Latinos said in its survey vs. what Nielsen reports are the habits of Latino television viewers. And once more, Nielsen refuses to address the real issue here -- that it continues to have a severe problem when it comes to accurately counting minority viewers."

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