

National Latino Media Council

2514 S. Grand Avenue, Los Angeles, CA 90007 • Tel: (213) 746-6988 • Fax: (213) 746-1305

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Contact: Lisa Navarrete (202) 785-1670

Edward Rincon (214) 750-0102

Marta Garcia (212) 965-9758

Alex Nogales (213) 746-6988

SCHOLARLY “CONFUSION” EVIDENT IN REVIEW OF LATINO TELEVISION STUDY BY TOMÁS RIVERA POLICY INSTITUTE

Los Angeles, CA July 12, 2004 – The much hyped review of the Latino Television Study by a group of scholars from the Tomás Rivera Policy Institute (TRPI) proved to be a not-so-scholarly exercise to distract industry attention away from their client, Nielsen Media Research. Without analyzing any actual data of Hispanic television viewing behavior from Nielsen Media Research or the Latino Television Study, the TRPI scholars reached the following conclusion:

”Although Rincon and Associates conducted the study in a defensible way following established practices in the survey industry, we believe that the data the study offered cannot be used to invalidate Nielsen’s approach to measuring Latino viewing patterns. In our judgment, Rincon & Associates’ approach is no better than Nielsen’s and less comprehensive in its coverage than Nielsen, so we cannot fully accept Rincon and Associates’ criticism against the Nielsen methodology.”
(p.20)

According to Dr. Edward T. Rincon, author of The Latino Television Study, the evaluation by the TRPI scholars “seemed to be guided more by their eagerness to please Nielsen Media Research than by any pursuit of scholarly nirvana.” More specifically, Dr. Rincon asserted that:

- In evaluating the Nielsen methodology, TRPI scholars relied completely on reference documents provided by Nielsen Media Research, which they accepted uncritically. An analysis of data files comparing the two studies would have been a more productive use of the scholar’s expertise.
- TRPI scholars completely avoided a discussion of the glaring discrepancies in Latino viewing audiences for The George Lopez Show as measured by the Latino Television Study and Nielsen’s audience estimates. Why would scholars ignore the most controversial issue in the current discussion?