

**Spanish-Language Television Advertising, Tools and Strategies
Used to Reach Hispanic Voters During Campaign 2002**

November 21, 2002

Program

9:15 a.m.

Final Report on Spanish-language Campaign Television Ads Across the U.S. in 2002

ADAM SEGAL

Director, Hispanic Voter Project, Johns Hopkins University

9:30 a.m.

Presentation of Ads, Strategies and Implications

FRANK GUERRA

President/CEO, Guerra, Deberry, Coody

JIM LEARNED

President, Elevacion

ROY COSME

President, Arcos Communications

LORENA CHAMBERS

Vice President of Strategic Marketing, ZGS Communications

SERGIO BENDIXEN

President, Bendixen and Associates

Advisory Board Member, New Democrat Network

10:45 a.m.

Panel: Latest Tools & Strategies Utilized by the Parties to Reach Hispanic Voters

BENJAMIN GINSBERG, *moderator*

Director, Washington Center for the Study of American Government

Johns Hopkins University

RUDY FERNANDEZ

Director of Grassroots

Republican National Committee

ANDRES GONZALEZ

Director, Hispanic Outreach Project

Democratic National Committee