

PRESIDENTIAL SPANISH-LANGUAGE POLITICAL TELEVISION ADVERTISING SET RECORDS IN EARLY PRIMARIES

DEMOCRATS & REPUBLICANS POISED TO REACH ALL-TIME HIGH FOR PRESIDENTIAL GENERAL ELECTION SPENDING ON MEDIA AIMED AT HISPANIC VOTERS

RNC National Print Ad Was First General Election Hispanic Ad

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Democrats Senator John Kerry (\$78,000), former Governor Howard Dean (\$150,000) and General Wesley Clark (\$92,000) combined to spend more than \$320,000 on Spanish-language political television advertising on seven popular stations in the *Hispanic Tuesday* (February 3) contests -- the Arizona primary and New Mexico caucuses -- setting individual and field primary records in those two battleground states just nine months before the general election.

With the Hispanic vote in key swing states increasingly up for grabs, Democrats and Republicans are starting earlier and spending more on Spanish-language political advertising aimed at this coveted voting group.

With the Bush campaign now on the air with its own Spanish-language version of one of its first new ads of the 2004 presidential campaign, the general election drive for the Hispanic vote is officially in full swing.

And Democrats are not far behind. Beyond the early primary candidate spending, the New Democrat Network (NDN), a centrist, independent Democratic group, has designed a full-scale, \$5 million Hispanic advertising strategy aimed at damaging Bush and increasing support for Democratic candidates in many of the same states with high Hispanic voter influence where Bush will be airing Spanish-language TV advertising. NDN tested a series of these ads during the primary season in Florida and Nevada and their polling data notes a shift in opinion of Bush during that period.

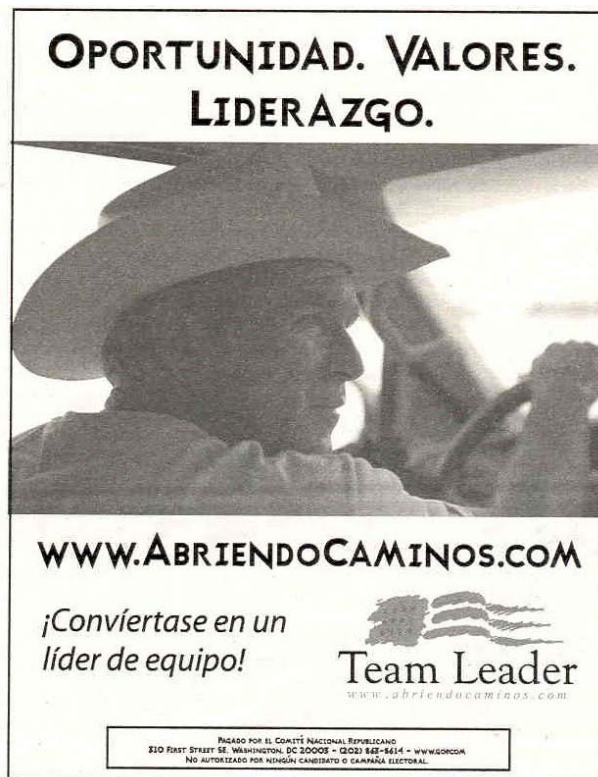
All indications point to record spending on presidential Spanish-language political TV advertising in 2004. The Bush and Kerry camps have already brought on notable Hispanic surrogates and hired top-notch Hispanic staffers and advertising experts who will communicate the campaigns' messages to Hispanic voters across the nation. Overall,

expect to see the most comprehensive earned-media and paid-media strategies aimed at Hispanic voters in the history of presidential campaign politics.

While spending on Spanish-language television will likely reach record levels, the spending will still be dwarfed by the expected \$200 million or more that the presidential campaigns alone are expected to spend on television advertising. Despite this fact, numerous party and campaign officials have publicly and privately said they expect to surpass the modest presidential spending on Spanish-language advertising in 2000 and previous years.

The Hispanic Voter Project has found that the first Spanish-language general election advertisement of the season was actually a print ad (see insert below). The Republican National Committee placed a quarter-page ad in *Vista*, the highest circulation Hispanic-oriented magazine in the nation in the January/February 2004 edition. According to the magazine's publisher, the ad cost \$11,000.

The ad featured a photo of President Bush in a cowboy hat. The headline said "Oportunidad. Valores. Liderazgo." (translated: Opportunity. Values (or security). Leadership.). Democratic and Republican presidential campaigns advertised in *Vista* in 1996 and 2000 but never this early in the campaign season. *Vista*, a magazine inserted each month into Spanish-language and English newspapers across the nation (much like *Parade* or *USA Weekend*), claims a national monthly circulation of 1 million.



Vista -- January/February 2004 Pg. 9 -- ¼ Page Advertisement
Placed by the Republican National Committee

One underlying theme of the Democratic primary process this year has been *securing the Hispanic vote*. The first Democratic presidential debate, held in Albuquerque, New Mexico, was bilingual (English and Spanish). The September debate was introduced in Spanish, then English, by the state's Hispanic Governor, Bill Richardson. It was broadcast on Univision, the nation's largest Spanish-language television network, and was moderated by two Latinos, Ray Suarez of PBS television and Maria Elena Salinas of Univision network television.

Throughout the early primaries the leading Democratic candidates appeared at numerous Hispanic forums, both jointly or individually. The candidates and their family members spoke Spanish at various campaign events and debates. And the campaigns were particularly focused on organizing within the Hispanic communities in Arizona and New Mexico, the two *Hispanic Tuesday* states that voted on February 3.

Most of the Democratic candidates used the first debate as an opportunity to discuss immigration and propose some of the most progressive immigration reforms ever offered by presidential candidates. Some called for full earned-legalization programs for millions of Latin American immigrant workers.

President Bush seemed to concur with the theme of the primary season and proposed his own new immigration program which earned both praise and criticism from the community and weeks of attention in the Spanish-language media across the nation. The White House remains confident that President Bush can rally greater numbers of Hispanic voters to his cause come November, though the Bush campaign's early Spanish-language TV ads airing on select Univision and Telemundo stations many months before the election suggest they are not taking any chances.

According to the Hispanic Voter Project's post-election report, *The Hispanic Priority*, during the 2000 Democratic primaries Al Gore's campaign aired \$190,000 in Spanish-language TV ads in California and \$90,000 in New York. Meanwhile, Gore's primary opponent Bill Bradley aired \$73,000 on Spanish-language TV ads in California. During the 2000 Republican primaries, George W. Bush's campaign aired at least \$42,000 in Spanish-language television ads in the Arizona primary.

The Hispanic Voter Project found that, all told, the Gore campaign and the Democratic National Committee spent \$960,000 on Spanish-language TV ads in the presidential race and the Bush campaign and the Republican National Committee aired nearly \$2.275 million in Spanish-language TV advertising in the presidential race. In 1996, the Clinton-Gore campaign and the Democratic National Committee spent around \$1 million on Spanish-language TV advertising.

Candidates set records in the 2002 mid-term elections. The Hispanic Voter Project report, that year, found that a record \$16 million was spent on all Spanish-language political television advertising across the nation.

The new report finds:

**SPANISH-LANGUAGE POLITICAL TV ADVERTISING
2004 DEMOCRATIC PRESIDENTIAL PRIMARIES**

KERRY SPANISH-LANGUAGE TV Advertising

KTVW – Phoenix, AZ – Univision: \$29,700 (all in Jan. and Feb.)
KDRX – Phoenix, AZ – Telemundo: \$3,590 (Jan. \$2740 and Feb. \$850)
KHRR – Tucson, AZ – Telemundo: \$4,189 (Jan. \$2,718 and Feb. \$1,471)
KUVE – Tucson, AZ – Univision: \$8,595 (all in Feb.)

KLUZ – Albuquerque, NM – Univision: \$24,450
KTFQ – Albuquerque, NM – Telefutura: \$4,060
KTEL – Albuquerque, NM – Telemundo: \$3,500 (all in Feb.)

TOTAL (from available sources): \$78,084

DEAN SPANISH-LANGUAGE TV Advertising

KTVW – Phoenix, AZ – Univision: \$40,160 (all in Oct.)

KLUZ – Albuquerque, NM – Univision: \$110,000

TOTAL (from available sources): \$150,160

CLARK SPANISH-LANGUAGE TV Advertising

KTVW – Phoenix, AZ – Univision: \$82,470 (Dec. \$44,070, Jan. \$25,600, Feb. \$12,800)
KUVE – Tucson, AZ – Univision: \$9,375 (Dec. \$4,040, Jan. \$3,380, Feb. \$1,955)

TOTAL (from available sources): \$91,845

THE ADS:

KERRY TV Advertising en Español (1 ad)

Oportunidades (:30)

The Kerry campaign said the audio from its TV spot was also used as a radio ad.

CLARK TV Advertising en Español (2 ads)

Secretaria (:30)

Responsabilidad (:60)

CLARK RADIO Advertising en Español (1 ad)

Comunidad (:60)

Aired on seven Spanish-language radio stations in Albuquerque, NM

DEAN TV Advertising en Español (2 ads)

Valores Hispanos (:30)

Asi Lo Hora (:30)

DEAN RADIO Advertising en Español (4 ads)

Ads were “localized” and ran on nearly a dozen Spanish-language radio stations in Arizona and nearly a dozen Spanish-language radio stations in New Mexico.

Also ran a Spanish-language radio ad on “La Ley” in Iowa during the campaign leading up to the caucuses.

LIEBERMAN RADIO Advertising en Español (1 ad)

El Sueño Americano (:60)

**REPUBLICAN LEADERSHIP COUNCIL (RLC)
SPANISH-LANGUAGE TV Advertising**

KLUZ – Albuquerque, NM – Univision: \$6,675

**REPUBLICAN NATIONAL COMMITTEE (RNC)
SPANISH-LANGUAGE TV Advertising**

KLUZ – Albuquerque, NM – Univision: \$1,900

MoveOn.org SPANISH-LANGUAGE TV Advertising

KUVE – Tucson, AZ – Univision: \$4,795 (2003)

KTVW – Phoenix, AZ – Univision: \$17,330 (2003)

TOTAL (from available sources): \$26,920