

<b>Total Spanish-Language TV Spending by Market in the 2004                  Presidential Election</b>
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**FLORIDA**

Miami

Kerry	\$197,000	<i>Kerry Campaign</i>
Bush	\$1,459,000	<i>Bush Campaign</i>
NDN	\$488,000	<i>New Democrat Network</i>
DNC	\$744,000	<i>Democratic Natl. Cmte. - Independent Expenditure</i>
PFA	\$270,000	<i>Progress for America</i>

Orlando

Kerry	\$185,000
Bush	\$229,000
NDN	\$382,000
DNC	\$53,000
PFA	\$56,000

Tampa

Kerry	\$153,000
Bush	\$200,000
NDN	\$203,000
DNC	\$57,000
PFA	\$52,000

**NEW MEXICO**

Albuquerque/Santa Fe

Kerry	\$197,000
Bush	\$297,000
NDN	\$177,000
DNC	\$101,000
PFA	\$83,000

El Paso/Las Cruces

Kerry	\$8,000
Bush	\$211,000
NDN	\$95,000
DNC	\$128,000
PFA	\$15,000

**ARIZONA**

Tucson/Phoenix

Kerry	\$189,000
Bush	\$365,000
NDN	\$481,000
DNC	\$105,000

Yuma		
NDN		N/A

**COLORADO**

Denver

Kerry	\$80,000
Bush	\$173,000
NDN	\$151,000
DNC	\$51,000

Colorado Springs/Pueblo

Kerry	\$15,000
Bush	\$33,000
NDN	\$52,000
DNC	\$43,000

**NEVADA**

Las Vegas

Kerry	\$171,000
Bush	\$258,000
NDN	\$246,000
DNC	\$101,000

Reno

Kerry	\$31,000
Bush	\$57,000
NDN	\$29,000
DNC	\$15,000

**OHIO**

Cleveland

Kerry	\$30,000
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**PENNSYLVANIA**

Philadelphia

Kerry	\$85,000
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**WASHINGTON**

Yakima

Kerry	\$4,000
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**NORTH CAROLINA**

Raleigh/Durham

Kerry	\$9,000
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<b>TOTAL</b>	<b>\$8,729,000</b>
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**Source: Hispanic Voter Project at Johns Hopkins University**  
*(Data gathered from television station and network political files)*



Hispanic Voter Project

Hispanic Voter Project at Johns Hopkins University  
1717 Massachusetts Avenue, Suite 104  
Washington, DC 20036  
<http://advanced.jhu.edu/government/hvp>

<b>Total Spanish-Language TV Spending by Campaign or Organization in the 2004 Presidential Election</b>
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KERRY:	\$1,269,000
BUSH:	\$3,282,000
NEW DEMOCRAT NETWORK:	\$2,304,000
DNC-INDEPENDENT EXPENDITURE:	\$1,398,000
PROGRESS FOR AMERICA:	\$476,000

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**TOTAL:** **\$8,729,000**

**Source: Hispanic Voter Project at Johns Hopkins University**  
*(Data gathered from television station and network political files)*