

# DEMOCRATIC CANDIDATES SPENT MILLIONS OF DOLLARS ON UNIVISION, TELEMUNDO STATIONS THIS YEAR

## *Initial Findings: Spanish-Language Advertising in the 2008 Presidential Campaign*

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WASHINGTON, DC – The Democratic presidential candidates spent millions of dollars on Spanish-language television ads, likely setting records for individual and combined Democratic expenditures in a presidential primary season. By combining original research, interviews and news reports, the Hispanic Voter Project at Johns Hopkins University estimates that the Democratic presidential candidates spent more money – at least \$4 million – on Spanish-language television advertising this cycle, outpacing total spending in 2000 and total primary spending in 2004.<sup>i</sup>

Three factors have likely contributed to increased spending on Spanish-language appeals: a front-loaded calendar and extended process featuring states with large Hispanic populations, a very competitive Democratic contest, as well as record candidate fundraising and overall spending. The two remaining Democratic candidates have continued to create and air Spanish-language ads as the Democratic primary contests have dragged on, with attention now turned to Pennsylvania and eventually Puerto Rico.

Meanwhile, Republican candidates also aired Spanish-language ads during the primaries and the likely party nominee's campaign has just released his first general election Spanish-language TV spot.

This information is the result of a research project that involved interviews with TV station managers, visits to TV stations to review the public political files, as well as Internet and news media research.

### **Early Start**

The first Spanish-language advertisements of the 2008 presidential election cycle were launched in the summer of 2007. Illinois Senator Barack Obama's radio spots, which followed an effort by then-candidate and New Mexico Governor Bill Richardson, went up on Spanish-language radio stations in Reno and Las Vegas, Nevada.<sup>ii</sup> Nevada would be the earliest state with a large Hispanic population to hold a presidential caucus.

In December, New York Senator Hillary Clinton's campaign released a Spanish-language radio<sup>iii</sup> spot in Iowa and New Hampshire as well as a web video<sup>iv</sup> aimed at Hispanic voters and intended to generate media attention in later primary states.<sup>v</sup>

Not long after, Senator Obama's campaign promoted two TV spots created for the Nevada caucuses. The spots *Something is Happening*<sup>vi</sup> and *Hope*<sup>vii</sup> were also posted to the Obama website and to YouTube. The YouTube videos have been viewed more than 7,000 and 10,000 times respectively, according to the public site statistics for "views".

A Clinton TV spot, that started airing in Nevada in January, was titled *La voz de los que no tienen voz* (*The voice of the voiceless*).<sup>viii</sup>

Not to be forgotten, Republican presidential candidates aired Spanish-language radio and TV ads during the primary season. Former Massachusetts Governor Mitt Romney,<sup>ix</sup> former New York City Mayor Rudy Giuliani<sup>xi</sup> and Arizona Senator John McCain all aired these spots in Florida. The *CandidatoUSA* blog reported that Giuliani aired “Spanish-language radio and Spanish-language television ads in heavy rotation” in Miami.

### **Super Tuesday**

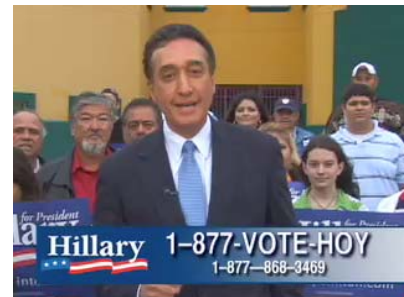
Ira Teinowitz, a veteran reporter with *Ad Week*, was the first to report<sup>xii</sup> that “the two candidates together spent nearly \$2 million on advertising in Spanish-speaking media” in California in advance of the Super Tuesday Democratic primary there. He also reported, first, that “TNS Media Intelligence’s Campaign Media Analysis Group reports that prior to Texas, a total of \$2.6 million had been spent on Hispanic media during the campaign in all states.”

In February, the Clinton campaign released a Spanish-language spot with former Housing Secretary and former San Antonio, Texas Mayor Henry Cisneros who urged Hispanic voters to take advantage of early voting.<sup>xiii</sup>

Senator Clinton’s campaign spot *Nuestra Amiga* (*Our Friend*) ran in important Super Tuesday states Arizona, California, Connecticut and New York.<sup>xiv</sup> That spot was posted to YouTube, where it has been viewed more than 15,000 times. The Clinton campaign issued a press release stating the spot would air in “13 markets all across Texas.”<sup>xv</sup> That month, the *Los Angeles Times* reported the Clinton campaign was spending millions of dollars on Spanish language ads. The paper reported consultant Sergio Bendixen crafted the messages.<sup>xvi</sup>

In California, the Obama campaign ran a TV spot *Gutierrez* featuring Chicago Congressman Luis Gutierrez and Senator Edward Kennedy of Massachusetts.<sup>xvii</sup> Obama’s *Hope* spot also reportedly ran in Los Angeles in advance of the primary there.<sup>xviii</sup>

In February, two Spanish-language spots created by an Obama supporter – who started the group Amigos de Obama - attracted national media attention.<sup>xix</sup> One spot “Viva Obama 2008” featured a Mexican mariachi band and has been viewed nearly 500,000 times on YouTube. An earlier web video and reggaeton song “Como se Dice” have been viewed around 130,000 times on YouTube.



## **Texas**

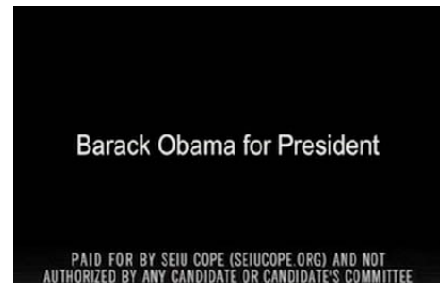
By many accounts, the most aggressive and spirited fight for the Hispanic vote occurred in Texas. Advertising in Texas got off to a fast start as soon as national attention turned to the state. In late February, Teinowitz reported an early blast of \$400,000 in Spanish-language paid media by the presidential candidates. And, this month, the Hispanic Voter Project was able to confirm more than \$1.8 million in total Spanish-language TV ad spending on Univision, Telemundo and TeleFutura stations in Texas, including an Obama campaign buy of nearly \$400,000 on Spanish-language stations in San Antonio.<sup>xx</sup> The Clinton campaign spent around \$730,000 and the Obama spent about \$970,000 in the state. In Texas the two Democrats also placed spots on Azteca America stations in at least five markets, according to a company spokesperson.

In Texas, the Obama campaign aired a spot titled *Como Padre*.<sup>xxi</sup> The spot was posted to the Obama website and to YouTube, where it has been viewed more than 4,000 times.<sup>xxii</sup> The campaign also aired a Spanish-language radio ad in eight media markets across the state.<sup>xxiii</sup>

Also of interest, the Houston Chronicle's David Barron reported the Obama campaign placed ads on LATV the bilingual Hispanic entertainment cable network, operated locally by Houston NBC station KPRC.<sup>xxiv</sup>

## **Independent Groups**

Independent groups played a supportive role to the Obama campaign according to the JHU analysis. The Service Employees International Union (SEIU) Committee on Political Education (COPE) was most active, airing over \$100,000 in pro-Obama TV ads in some major Texas media markets. UNITE HERE, another union, was active with radio ads that harshly attacked Clinton.<sup>xxv</sup> Thus far, there are no indications how these unions might invest in general election communications targeting Hispanic voters.



## **General Election**

Senator John McCain's campaign released its first general election TV spot aimed at Spanish-speaking Hispanic voters in New Mexico.<sup>xxvi</sup> The spot, "624787" *Spanish*, attracted some national and international media attention. The ad, adapted from a general market commercial, is posted on YouTube and has been viewed more than 1,400 times.



With candidates in both parties committing their campaigns to Hispanic voter outreach at this early stage, the nation may see large-scale Spanish-language advertising in some of the key battleground states between now and the November election.

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**Figure I: Presidential Primary Spanish TV Advertising in Texas, Feb./March 2008**

<b>City</b>	<b>Network</b>	<b>Clinton</b>	<b>Obama</b>	<b>SEIU COPE</b>
San Antonio	Univision KWEX	87465	330000	36274
San Antonio	TeleFutura KNIC	4120	16970	0
San Antonio	Telemundo KVDA	37400	33200	0
Dallas/Ft. Worth	Univision KUVN	90630	29750	30481
Dallas/Ft. Worth	Telemundo KXTX	16110	10000	0
Houston <sup>xxvii</sup>	Univision KXCN	224880	190285	N/A
Houston <sup>xxviii</sup>	Telemundo KTMD	34035	37060	4500
McAllen	Univision KNVO	68280	97935	13320
McAllen	Telemundo KTLM	16755	27840	3505
Laredo	Univision KLDO	49995	69480	0
Laredo	TeleFutura KETF	255	945	0
Corpus Christi	Univision KORO	11762	18215	0
Corpus Christi	Telemundo KAJA	6720	7340	0
Austin	Univision KAKW	49705	0	16985
El Paso	Univision KINT	24500	82325	20950
El Paso	TeleFutura KTFN	6000	6465	0
El Paso	Telemundo KTDO	1350	9475	830
	Subtotals	729962	967285	126845

**Total Estimate: \$1,824,092**

**Source: Hispanic Voter Project at Johns Hopkins University**

**About the Author** – Adam J. Segal is the founder and director of the Hispanic Voter Project at Johns Hopkins University where he is a faculty lecturer in the Master’s in Communication Program. He received his MA in Government from Johns Hopkins University and his BA in Political Science from The George Washington University. He is frequently sought out by national media organizations and has been interviewed by NBC Nightly News, CNN, MSNBC, NPR, Univision, Azteca America and CN8 among others. Segal is president of The 2050 Group a multicultural public relations and advertising agency in Washington, DC. The agency services non-profit and corporate clients. Segal may be reached by e-mail at adamjsegal@jhu.edu or by phone at (202) 422-4673.

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Notes:

<sup>i</sup> The JHU Hispanic Voter Project found just over \$3 million spent by Gore/DNC and Bush/RNC on Spanish-language TV advertising in the entire 2000 cycle.

<http://advanced.jhu.edu/academic/government/hvp/HispanicReport.pdf>

Previous HVP research may be found at <http://advanced.jhu.edu/government/hvp>

<sup>ii</sup> <http://www.lvrj.com/news/9169357.html>

<sup>iii</sup> <http://www.hillaryclinton.com/files/audio/hillaryiowa5esp.mp3>

<sup>iv</sup> <http://www.hillaryclinton.com/video/78.aspx>

<sup>v</sup> [http://www.statesman.com/blogs/content/shared-gen/blogs/austin/immigration/entries/2007/12/12/hillary\\_clinton\\_releases\\_spani.html](http://www.statesman.com/blogs/content/shared-gen/blogs/austin/immigration/entries/2007/12/12/hillary_clinton_releases_spani.html)

<sup>vi</sup> [http://nevada.barackobama.com/page/content/nv\\_something\\_ad](http://nevada.barackobama.com/page/content/nv_something_ad)

<sup>vii</sup> [http://nevada.barackobama.com/page/content/nv\\_hope\\_ad](http://nevada.barackobama.com/page/content/nv_hope_ad)

<sup>viii</sup> <http://youtube.com/watch?v=wMl7tSiuDil&feature=related>

[http://www.nvdemscaucus.com/index.php?option=com\\_content&task=view&id=395&Itemid=31](http://www.nvdemscaucus.com/index.php?option=com_content&task=view&id=395&Itemid=31)

<sup>ix</sup> <http://youtube.com/watch?v=xR7IYhtoa80>

<sup>x</sup> [http://youtube.com/watch?v=dh7m\\_vph04g](http://youtube.com/watch?v=dh7m_vph04g)

<sup>xi</sup> <http://youtube.com/watch?v=cF1PmqzEAo4>

<sup>xii</sup> [http://www.tvweek.com/news/2008/02/spanishlanguage\\_stations\\_benef.php](http://www.tvweek.com/news/2008/02/spanishlanguage_stations_benef.php)

<sup>xiii</sup> <http://www.hillaryclinton.com/news/release/view/?id=6075>

<sup>xiv</sup> <http://thecaucus.blogs.nytimes.com/2008/01/29/clinton-aspires-to-be-an-amiga/>

<sup>xv</sup> <http://www.hillaryclinton.com/news/release/view/?id=5940>

<sup>xvi</sup> <http://www.latimes.com/news/politics/la-na-latinos2feb02,1,5411075,full.story>

<sup>xvii</sup> [http://my.barackobama.com/page/content/ca\\_gutierrez\\_ad](http://my.barackobama.com/page/content/ca_gutierrez_ad)

<sup>xviii</sup> [http://laist.com/2008/01/26/soy\\_barack\\_obam.php](http://laist.com/2008/01/26/soy_barack_obam.php)

<sup>xix</sup> [http://online.wsj.com/public/article/SB120510381813923081-SCdvrIFlw0gWnuchm\\_hikPvBKIA\\_20080408.html?mod=tff\\_main\\_tff\\_top](http://online.wsj.com/public/article/SB120510381813923081-SCdvrIFlw0gWnuchm_hikPvBKIA_20080408.html?mod=tff_main_tff_top)

<sup>xx</sup> See Figure I above.

<sup>xxi</sup> [http://www.youtube.com/watch?v=\\_M8\\_GvnMThM](http://www.youtube.com/watch?v=_M8_GvnMThM)

<sup>xxii</sup> [http://www.tvweek.com/news/2008/02/spanishlanguage\\_stations\\_benef.php](http://www.tvweek.com/news/2008/02/spanishlanguage_stations_benef.php)

<sup>xxiii</sup> [http://obama.3cdn.net/a34e1ee2e966917261\\_bjm6bwuky.mp3](http://obama.3cdn.net/a34e1ee2e966917261_bjm6bwuky.mp3)

[http://hotlineblog.nationaljournal.com/archives/2008/02/new\\_obama\\_spani.html](http://hotlineblog.nationaljournal.com/archives/2008/02/new_obama_spani.html)

<sup>xxiv</sup> David Barron. "Primary provides boost for TV ad sales" Houston Chronicle Tuesday, March 4, 2008. Page 6.

<sup>xxv</sup> [http://www.politico.com/blogs/bensmith/0108/UniteHERE\\_ad\\_Hillary\\_Clinton\\_does\\_not\\_respect\\_our\\_people.html](http://www.politico.com/blogs/bensmith/0108/UniteHERE_ad_Hillary_Clinton_does_not_respect_our_people.html)

[http://blog.washingtonpost.com/the-trail/2008/01/17/unite\\_here\\_to\\_air\\_radio\\_ads\\_fo.html](http://blog.washingtonpost.com/the-trail/2008/01/17/unite_here_to_air_radio_ads_fo.html)

<sup>xxvi</sup> <http://youtube.com/watch?v=8vUFMn8Wamo>

<sup>xxvii</sup> David Barron.

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