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AIM TV ENLISTS CONSUMERS IN FIGHT FOR FAIR RATINGS AND TO CONVINCING NIELSEN TO ‘CHANGE THE SAMPLE’

AIM TV Marks Anniversary of Campaign with Consumer Media & Grassroots Blitz

New York, November 8th, 2006 – Marking the one year anniversary of its trade and industry outreach program “*Change The Sample*”, AIM Tell-A-Vision® Group (AIM TV) announced today it is now launching a second front – a major consumer targeted campaign to further build awareness and visibility.

AIM TV, pioneering producers and distributors of English language programming for the U.S. Latino market, launched the “Change the Sample” campaign in November, 2005 as an industry targeted initiative. “Change the Sample” is intended to convince Nielsen Media Research, Inc. to change its language preference method of monitoring U.S. Hispanic TV viewing to a more accurate measurement based on nativity (U.S. Born / Foreign-Born). The trade campaign netted 3,000 petitions from various individuals in the media industry and provided much needed awareness and discourse.

Now AIM TV is launching “*HELP! Change TV*” (*HCTV*), a consumer targeted, multi-tiered consumer media blitz and a grassroots initiative that educates viewers about the impact of Nielsen’s flawed methodology.

The *Help! Change TV* Phase of the Campaign launches on November 8th with:

- **Press Conference & Kick Off Event** – Press Conference (viewable online Thursday, November 9th at (www.HelpChangeTVVideo.com), immediately followed by *Help! Change TV* Kickoff Event in New York City (open to the press & general public).
- **Help Change TV Viral Video** - Available at www.HelpChangeTVVideo.com and YouTube, Google Video and more.
- **HelpChangeTV.com website** - Featuring **videos, research, petition sign up, photo gallery** from events and a **daily blog**.
- **Petition Drives & Tour** – Presentations at organizations, schools & colleges nationwide.
- **Publicity Campaign** – Bookings on national and local radio & TV discussing the impact of Nielsen’s current methodology on television and society.
- **Consumer Media Blitz including:**
 - o Out of Home Bus Campaign
 - o National Print Campaign
 - o Local Newspaper Campaign
 - o Consumer Radio Campaign
 - o Internet Marketing Campaign
 - o Television Promo Campaign
 - o Guerilla and Grassroots Marketing including postcards and flyers distribution; posters at key locations; petition drives, etc.
 - o Markets include: New York, Los Angeles, Chicago, Miami, Orlando, San Antonio, Dallas and more.

AIM TV contends that the impact on viewers' lives includes an under-representation of Latinos on English language television resulting in skewed stereotypes that tend to mislead many non Latinos that Latinos are recent or "illegal" immigrants who do not speak English and are not a valuable part of mainstream, U.S. society.

The campaign is the result of a summer long focus group analysis that determined Latinos and viewers overall are very concerned about stereotyping and a general lack of representation on TV and showed a surprising awareness of the ratings process and eagerness to foster change.

More information can be found at www.HelpChangeTV.com and www.ChangeTheSample.com.

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CONTACT:

Alan Winnikoff / Tel (212) 679-2982 / Alan@sayleswinnikoff.com

Tim Contado / Tel (212) 627-3192 x24 / Tim@aimtvgroup.com