

# **MEDIA ADVISORY**

**Monday, August 7, 2006**

## **“Change The Sample” at the Texas Association of Broadcasters on August 10th, 2006.**

**WHEN:** Thursday- Aug. 10th, 2006 @ 4:30PM - 6PM

**WHERE:** TAB / Coast Guard Room (Room 406)

Hilton Austin  
500 East 4<sup>th</sup> Street  
Austin, TX 78701

**WHAT:** Texas Association of Broadcasters 2006 Meeting

**WHO:** PARTICIPANTS:

Robert G. Rose, CEO of AIM TV Group & Founder of ChangeTheSample.com

Dr. Edward T. Rincón, President of Rincón & Associates

Doug Darfield, Sr. VP, Hispanic Services, Nielsen Media Research

Arthur Emerson, Chairman & CEO of GRE Creative Communications

**MODERATOR:**

Kevin Lovell, General Manger of KVIA ABC 7, El Paso, TX

**PANEL:** Accurately Measuring Hispanic TV/Radio Audiences (R & TV – M)

A panel of experts on Hispanic TV/Radio audiences will be discussing “**Change The Sample**” in a panel at the Texas Association of Broadcasters 53<sup>rd</sup> Annual Convention and Trade Show.

The special panel will focus on current media audience measurement methodology and accuracy in sampling Hispanic-Latino populations. “Change The Sample” is an initiative launched by AIM TV Group ([www.ChangeTheSample.com](http://www.ChangeTheSample.com)) to raise awareness of Nielsen Media Research’s shortcomings in accurately measuring U.S. Hispanic television viewing.

The panel will address the following questions:

- Does Nielsen use a flawed and subjective language stratification methodology rather than an objective, more accurate system based on U.S. Census Nativity (U.S. Born / Immigrant)?
- Does the current system lead to under reporting of U.S. born Latino television viewing and over reporting of immigrant Latino, Spanish Language viewing?
- Does this skew the perception that Latinos prefer Spanish Language Television, costing the industry billions in lost revenue and market share, while directly impacting the under-representation of Latinos on English language TV?

---

***For more information on the conference: [www.TAB.org](http://www.TAB.org)***  
***For more information about Change The Sample: [www.ChangeTheSample.com](http://www.ChangeTheSample.com)***  
***For more information about AIM TV: [www.AIMTVGroup.com](http://www.AIMTVGroup.com)***  
***or call Tim Contado at 212-627-3192, ext. 24***