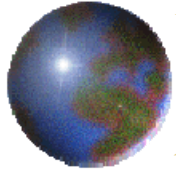


*ATTITUDINAL CHANGES  
TOWARD ELECTRONIC NEWS  
CONSUMPTION BY THE U.S.  
HISPANIC AUDIENCE*

Phyllis Slocum

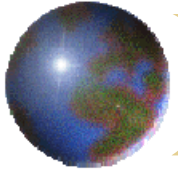
The University of North Texas

November 10<sup>th</sup>, 2007



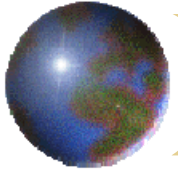
## *ELECTRONIC NEWS CONSUMPTION*

- Critical role of local television news
  - Regardless of language
- Always played a big part in Spanish language media in the U.S.
- First local station in San Antonio – Still owned by Univision (0 & 0)



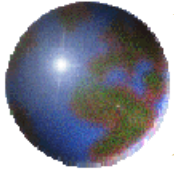
## *ELECTRONIC NEWS CONSUMPTION*

- Willing to think in new ways – “outside” the box!
  - Maybe in a position to effect positive change
- RQ#1: What is the general role of news, especially at the local level, as part of overall content for Spanish-language television?



## *ELECTRONIC NEWS CONSUMPTION*

- ❁ RQ#2: The Hispanic population in the United States continues to grow and the majority of this audience is already native-born rather than built from immigration sources. That fact alone suggests English will have a greater role in the lives of this developing audience. What potential impact could this have on local news as it is delivered on Spanish-language and English-language stations?



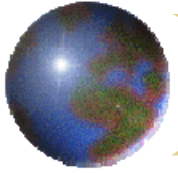
# *ELECTRONIC NEWS CONSUMPTION*

## ● U.S. Census

- 60% of U.S. Hispanic population native born
- 27% is between 20 and 35 years old
  - Prime TV advertising demographic
- By 2050 more than 24% of U.S. population will be Hispanic

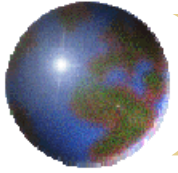
## ● Economic Powerhouse

- Ad \$\$ by 2010 predicted to reach \$5.5 billion
- SL media ad revenue up 19% in 2006 (3 quarters)



## *ELECTRONIC NEWS CONSUMPTION*

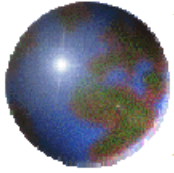
- ❖ Translating into Ratings and Recognition
  - ❖ KMEX: Los Angeles
  - ❖ WXTV: New York (summer, 2007)
  - ❖ KUVN: Dallas
  - ❖ 2007 Democratic Presidential Debate
  - ❖ Emmys at local levels
  - ❖ Best Newscast honors



## *ELECTRONIC NEWS CONSUMPTION*

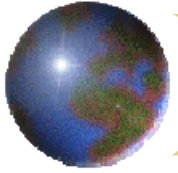
### ⊕ News is key

- Content has different flavor than most English language local news
  - “voice of the people”
  - “community news”
  - “issue oriented
  - “family oriented”
  - fewer “sirens”
  - local news a “daily guide”



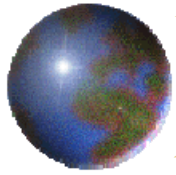
## *ELECTRONIC NEWS CONSUMPTION*

- ✚ Spanish-language newscasts exploding
- ✚ One example: Pappas Telecasting
- ✚ Research Question #1:
  - ▣ Conclusion – No down-side in foreseeable future to Spanish-language news programming
  - ▣ Continuing strength
  - ▣ Economic advantage especially with new Nielsen audience ratings



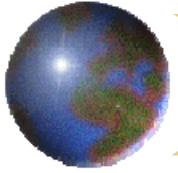
## *ELECTRONIC NEWS CONSUMPTION*

- Research Question #2:
  - What potential impact could this (changing U.S. Hispanic population) have on local news as it is delivered on Spanish-language and English-language stations?
- No easy answers
- Youth, language, and lifestyle are key
- But offers very interesting research possibilities and industry opportunities



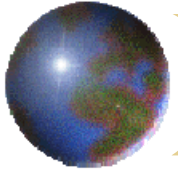
# *ELECTRONIC NEWS CONSUMPTION*

- Growing Cross-over Viewership
  - Multiple research studies
  - Younger viewers consuming English media in greater (often majority) amount
  - News is a driver: Pew Hispanic Center -2004
    - “at least some news in both English and Spanish”
    - 18-29 news viewers – English only local news strength
    - “getting news...most extensive cross-cultural experience”



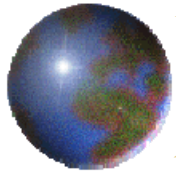
## *ELECTRONIC NEWS CONSUMPTION*

- Bi-lingual news viewers more aware
- Young demos watch with families in Spanish & English with friends – “best of both worlds”
- Cross-over viewers suggests “Cross-over Content”
- More issue or content rich news but aimed at younger viewers regardless of language



## *ELECTRONIC NEWS CONSUMPTION*

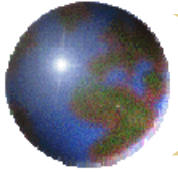
- ❖ Possible Research Paths
- ❖ (1) Nielsen Ratings analysis:
  - ❑ Compare Spanish and English language viewers—the younger demos
  - ❑ Where are they? Watching some of both?
  - ❑ When-what time?
  - ❑ Metered markets – are they switching between newscasts and if so, why?



# *ELECTRONIC NEWS CONSUMPTION*

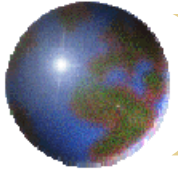
## ● (2) Local Market Research

- Telephone survey: Target 21-49 with a 25-34 break
- Examples: Likes, dislikes,
- Reasons to watch, reasons not to watch – etc.
- Goal: What content appeals to BOTH Spanish and English viewers (younger demos)



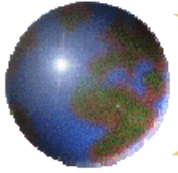
## *ELECTRONIC NEWS CONSUMPTION*

- ❖ (3) Content Driven Focus Groups
  - ❑ Using Survey data, create experimental newscasts and use younger demo viewers to test
  - ❑ Both English and Spanish speakers
  - ❑ Different feel of news approach
  - ❑ Possible “hybrid” news opportunity



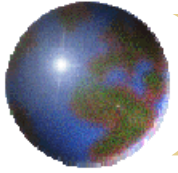
## *ELECTRONIC NEWS CONSUMPTION*

- ❖ (4) On-line Survey
  - ❑ Another research tool
  - ❑ Recent results show younger demos opt to take survey on-line in English



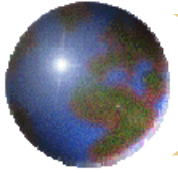
## *ELECTRONIC NEWS CONSUMPTION*

- (5) New Approach to Local News
  - Eroding local news audiences across television
  - Many younger viewers opting for the Internet
  - Opting for non-“traditional” news delivery systems
  - Can this be a path for both Spanish and English language stations to better serve the entire community?
  - Digital channel partnership newscast?
  - All weather local channel but with heavy doses of “hybrid” news content?
  - Local all sports channel – same news inserts



## *ELECTRONIC NEWS CONSUMPTION*

- Summary: Huge potential at local level
- News is key but needs a fresh approach
- Changing U.S. media market forcing the issue
- Carl Kravetz: "...we're seeing the birth of what is really still in its infancy: English-language, culturally Latino broadcast media"



## *ELECTRONIC NEWS CONSUMPTION*

- ✚ Whether in Spanish or English, local news must serve its local community –

and that community is becoming more and more a hybrid community

Change can and should be a positive step for everyone in this important area