

# M R C C REVIEW

The newsletter for all media professionals

## African-American Media Preferences

Beth Uyenco  
OMD USA

### Introduction

This report examines the media usage patterns and vehicle preferences of African-American adults and teens. By and large we find that African-Americans are far heavier consumers of media. Television dominates their media interactions and there are distinct differences in their viewing preferences versus Total Adults. The differences in their media choices are even more apparent in those media which can cater to more narrow interests such as magazines or radio.

### General Media Usage Patterns

An examination of MRI media quintiles and Personal Media Network® data from DDB's 2000 Life Style Study reveals how different African-Americans' media preferences are from their Total U.S. equivalents. Not surprisingly, both consumer surveys revealed high usage of television followed by radio. Blacks are at par with the rest of the U.S in terms of newspaper usage.

Although the coverage of magazines is not as high as newspapers, Blacks consistently index much higher than Total Adults 18+ in terms of magazine readership.

**Media Quintiles** Black Men and Women aged 18-34 and 25-54 are fairly consistent in their usage levels of the different media. Both gender groups are relatively higher in magazine and TV usage than their respective Total U.S. counterparts. They are also high for radio but only average in newspaper usage. All four groups are quite low in outdoor media exposure. This is not surprising since this measure is calculated on daily miles driven (opportunities to see billboards). Because most Blacks live in central districts of

large metropolitan areas, such opportunities of exposure are just much lower. MRI data, however, cannot tell us how well smaller outdoor vehicles like posters or transit media might perform. The chart on page 5 reports medium to heavy users' indices by age/gender to Total U.S. Adults 18+.

Black teens' usage of general media is fairly similar to their adult counterparts. They, too, are much heavier users of magazines and television than Total U.S. teens.

### Television

**Usage Levels** African-Americans are far heavier users of TV than any other audience segment. During the 2000 TV season, they viewed 36% more hours of TV than Total U.S. homes.

These higher levels of TV usage hold true for all African-American age/gender groups. The largest difference in PUT levels is found

among Teens where Blacks have consistently higher TV usage levels than Total Teens particularly in primetime.

**Reach of Various Dayparts** Interestingly, we find that on the basis of reach, a mainstream schedule will deliver comparable if not higher reach against African-Americans. In every major daypart, TV's reach against African-Americans will almost always be higher than its reach against Total U.S. This is especially true in daytime and overnight hours. However, primetime's reach against Blacks dips slightly relative to Total U.S. reach at higher GRP levels, i.e. 200 GRPs or more. This suggests that larger schedules would need to expand to more vehicles which especially appeal to Blacks.

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### Table of Contents

resident's Notes .....2  
Upcoming Events.....2  
Meeting Information ....2  
YI .....6

continued on page 5



## PRESIDENT'S NOTES

by Nancy End

### Marketing to Asian Americans

As the current officers' terms come to a close, I'd like to take this opportunity to thank my fellow officers for all their invaluable contributions to the MRCC. Many thanks to Jamie, for all of his hard work during his term getting us such interesting and informative Incheon speakers. Also, a special thanks to Jamie for spearheading the Symposium – he almost single-handedly gathered together a wonderful group of volunteers and panel moderators, and kept all details on track in order to produce a combination Symposium AND Expo. Thanks to Cory and Jackie for their great work at keeping our records and finances in track, and for their calm and pleasant help to all members at our monthly meetings and outings. Thank you to Maureen Gorman, for her extensive media industry knowledge, and for all her help on planning our events. The Symposium posed a particular challenge for her superb venue-finding skills, since we wanted to provide not only a meeting space for our Symposium, but also to provide an Expo space.

Thank you as well to Brendan, our Membership guru. Also, thanks to Garnet and Todd, for their continuing work on our newsletter – not only do they work to produce a high-quality newsletter, but they also work to find enough sponsors to help the newsletter pay for itself.

My gratitude to all involved in the re-design of the MRCC web site. It was with all the input received from members, and help from the officers and others involved, that we have a more updated and interactive on-line MRCC tool.

With the latest census, Census 2000, we are seeing some very interesting information on the composition of the U.S. population. Some particular items to note are the new Census

question, which allowed for multi-racial people to include all racial information on themselves. Also of note are the languages spoken in the home. While most people who emigrate to the U.S. learn to speak English rather quickly in order to participate in everyday life here, many immigrants still speak another language in their homes. How does this affect what they watch on television, listen to on the radio and read while at home? More importantly is the effect of our diverse population on the way we advertise to the various ethnic groups in the U.S. Advertisers need to be more savvy in not only identifying their audience, but also formulating a plan of action for developing creative and media strategies that will make their product information welcome in the homes of all their consumers.

Census 2000 has identified the Asian American market as one of the two fastest-growing groups in the U.S.

On **Tuesday, November 12th, Saul Gitlin** from **Kang & Lee Advertising** in New York will be here to provide us with a comprehensive introduction to the Asian American consumer market. His presentation will give us basic information on Asian Americans, including the latest data from Census 2000. Saul will also present information on product category usage; strategies for researching the Asian American market; the most effective ways to communicate with Asian American consumers; and an introduction to the availability and key characteristics of Asian media.

We will meet at noon at **Maggiano's Banquets at 111 E. Grand Ave.** (just west of the main entrance to Maggiano's restaurant), in the Amarone Room on the main floor. **MRCC**

### Thank You!

We want to extend a special thank-you to all of our sponsors, advertisers, and exhibitors who participated in this year's Symposium and Expo. We appreciate your continued support of the organization and your help in providing strong programming for the Chicago media community. We look forward to your future involvement in the MRCC.

### Holiday Party Update

Our December meeting, as always, will be our holiday party. Watch your mail for information on this special event. Since the current officers' term is coming to a close, that means this December meeting will open with an election of new officers. Anybody interested in being considered for an officer's position should contact me at: [nancyend@earthlink.net](mailto:nancyend@earthlink.net).

## November Meeting Notice

### PLEASE RSVP!

<b>Topic</b>	Marketing to Asian Americans
<b>Speaker</b>	Saul Gitlin Kang & Lee Advertising
<b>Date</b>	November 12, 2002
<b>Place</b>	Maggiano's Banquets 111 W. Grand Avenue The Amarone Room
<b>Time</b>	Noon to 2 p.m.
<b>Price</b>	\$30 member \$40 non-member
<b>Menu</b>	Buffet-style lunch
<b>RSVP</b>	FAX your reservation to <b>312-542-1901</b> or RSVP at <a href="http://www.mrcc-online.com">www.mrcc-online.com</a> by noon THURSDAY, November 7th. Cancellations must be received by this date.

**NOTE: Be sure to RSVP to guarantee yourself a seat. We can only handle a small number of walk-ins.**

### UPCOMING EVENTS

January 9-12, 2003 -  
International Consumer  
Electronics Show  
(CES) Las Vegas, Nevada



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Send your article ideas to  
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# DIRECTARGET®

The Geoscape Approach to  
Ethnicity Identification

César M Melgoza  
Geoscape International, Inc.

## Overview

For years, direct marketers have attempted to identify individuals by ethnicity and race using the origin of a person's surname" and more recently approaches that also consider the origin of an individual's first name. This approach has produced mediocre results at best and often has been the beginning of the end of direct marketing and promotions targeting the rapidly growing multi-cultural consumers—Hispanics, Asians, African Americans and others that form the bulk of U.S. consumer market growth. More recently, Geoscape International, Inc. (Geoscape) has developed an approach generally referred to as *DirectTarget®* that incorporates a fresh name-based model supplemented by geo-demographics and household level database modeling techniques. This method has proven substantially more accurate and also provides the flexibility needed to *tune* a database to specific marketing and sales objectives.

## Methods Employed

### The "NameBase Engine"

DirectTarget™ employs a multi-national / multi-cultural series of databases and modeled statistical data referred to as the *NameBase™ Engine*. The key departure made by the NameBase Engine is that—as opposed to the *genealogical approach*, which essentially bases its definitions on the historical origin of a last or first name—it reviews the last step in the immigration process. Therefore, the key building block involves reviewing large volumes of individual bases where a person self-identifies as having been born in a particular country along with their full name. This information is then used to compare to a very comprehensive database of individuals who live in the U.S. Through extensive mathematical modeling, probability-like scores are developed that indicate which individuals are likely to come from which countries.

It is important to note, that too frequently, marketers base their decisions on anecdotal information or personal experience. This can result in an unnecessary and even dangerous bias in their conclusions. For example, a marketer may assume that if a person has an

English or American first name, that the individual has assimilated into the American culture. However, there is ample evidence that points to the fact that Latin Americans are more and more frequently naming their children non-Spanish first names, instead selecting either English, German or other names not necessarily common in previous generations. A notable example is the protagonist of perhaps the most famous telenovela produced in Colombia and seen all over Latin America and the U.S. *Betty La Fea* (Betty the Ugly One).

In addition, assuming that all Hispanics have Spanish last names also can have deleterious results. In fact, the immigration rate from parts of Europe other than Iberia increased dramatically during the last fifty years, resulting in a large number of Eastern and Northern European and even Arabic last names common especially in South America. Another icon of modern Latin American television is Mario Kreutzberger, commonly known as "Don Francisco", the host of the perennially smash hit Spanish language, variety show *Sábado Gigante* who is from Chile but from German-Jewish heritage.

Finally, the fact that many Hispanic women surrender their Spanish last names when marrying a non-Hispanic gentleman can lead to the wrong identification. When combined with a hyphen, they are easier to detect, but when combined with a non-Hispanic first name and living in non-Hispanic neighborhoods, finding them becomes even more challenging...but not impossible!

### The "GeoBase Engine"

Incorporating key facts about a person's immediate neighborhood can supplement the NameBase identification, leading to more accurate definition of ethnicity or race. In addition, these "GeoBase" indicators can help identify individuals based on other attributes such as language-use, assimilation, socio-economic status and consumer expenditures. The combination of NameBase and GeoBase scoring can significantly enhance both the accuracy and degree of segmentation, leading to more optimal outcomes.

The basic building block of the GeoBase technique involves assigning a positional coordinate to the record using the full street address of their residence. Once the coordinate is generated, a link between the location of the housing unit and that of a census unit of geography—such as a block or block group—can be added. The block or block group code is then linked to an

extensive database of demographic, economic and cultural indicators. This can both reinforce the NameBase definition and take it to a new level of targeting. For example, that a person named *Vincent Lee* lives in a highly Chinese neighborhood helps us reinforce that he may be of Chinese descent. In addition, if we know that his neighborhood indexes high for use of cellular telephones, a telecomm provider may wish to promote special international wireless rates to his household.

### The "HomeBase Engine"

Another powerful option for identifying and segmenting consumers is to match the record with a household file containing self-identified characteristics. For example, if one has a database of individuals or households, indicating whether or not they responded to a foreign-language promotion or subscribe to a foreign-language magazine, can be added to a prospect database or house file.

This technique might be the first step in the process except for a couple of important short-comings:

- The number or volume of households identified in this fashion may not be sufficiently large to incorporate to a given campaign.
- The cost of performing this household identification is significantly higher than either the NameBase or GeoBase methods.

Nonetheless, this technique is recommended for its accuracy and, when affordable, should be considered seriously as either the first step or a supplemental step in the identification and segmentation process.

## Conclusions

The size and growth of multi-cultural markets warrant significant attention of U.S. marketers. Direct marketers enjoy the unique advantage of precision and measurability. Relying on antiquated *genealogical* techniques for identifying individuals by ethnicity, race or country of origin can be the weakest link in the promotion or campaign. Newer and more accurate techniques involving a fresh NameBase model supplemented by geo-demographic and household identification techniques both improve accuracy substantially and increase the segmentation options available to direct marketers. In each case, better outcomes are certain to result. **MRCC**

César M Melgoza is the President of Geoscape International, Inc.

## An interview with Millagros Carrasquillo, SVP, Research, Telemundo

Diana Sousa  
Telemundo

Q: How has the increase in the U.S. Hispanic population changed the way Telemundo does research?

A: Telemundo is a core provider of services to U.S. Hispanic viewers so we always have a pulse of market changes. We are always looking for pockets of demographic changes and we stay well ahead of the government-sponsored research. The public data catches up with what we see every few years. The increase in population has made us recognize that we need to include more pockets of the country and that there are more diverse groups in emerging market areas which by design make it a larger challenge for us. The growing population will drive those of us in the business to keep better track of emerging markets and it's up to us to move as fast as this growing population. It will help our audience receive the programming they want and us expand our audience and build revenues.

Q: What kind of research does your team do on a daily, weekly, monthly, and annual basis to understand shifts in viewership?

A: Keeping up with our viewers' needs is priority number one so we do extensive researching using a variety of databases to make sure we're spotting trends as they are developing. Clearly, we define our world based on our ability to sell based on Nielsen ratings so we want to continually provide our viewers with the experience that will keep them coming back. We use everything from standard syndicated sources to primary research.

Q: With so little data available on your marketplace, what do you do as a researcher to help Telemundo's management see the validity of the data you do have?

A: We have many lively discussions about the validity of the data because we do believe our viewership is underrepresented by the system that is currently in place. Having said that we look at a series of benchmarks. It's like having a scale that works but is off by five pounds — you can still tell if you lose or gain weight accurately. The resources of NBC have also really helped us to advance our technology and our ability to formalize

our needs on a quicker basis and with more resource support. Hispanic market measurement has come a long way because of Spanish-language media. We've challenged the samples over time so much so that the major TV networks have been the major drivers in building more consistent larger valid representative samples for products and consumers.

Q: What recommendations are you making to help improve the quality of research available in the Hispanic Market?

A: My recommendations for improvement come through continuous participation in forums that allow other players in the business to better understand the marketplace and changing needs of our audience. The better the research the better we'll serve our audience.

Q: You've been in this business of research for a long-time, what are you most proud of?

A: The implementation of the National Hispanic Television Index (NHTI) a two-phased sample that measures Hispanics by language at a national level representative of geography, cable, age, gender, etc. This initiative took a lot of work from development to final implementation and it's a measurement that is enduring.

**We are always looking for pockets of demographic changes and we stay well ahead of the government-sponsored research.**

Q: What advice would you give college graduates that want to enter the research field?

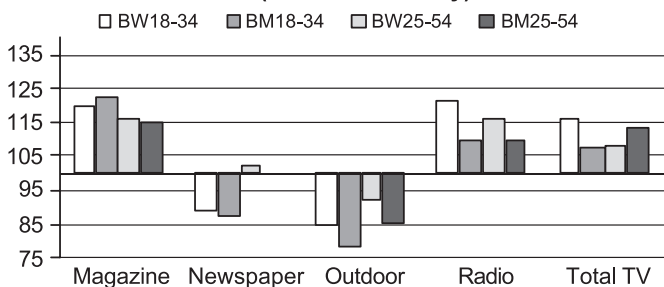
A: First, I would tell people they should love what they do because Research isn't a job, it's a career serving a broad perspective of disciplines allowing you to specialize as you advance. You will use all skills from finance, analysis, creativity, writing, and presentations. It's a career that has been very rewarding to me and I truly delight in seeing new people with fresh ideas come into the field. **MRCC**

Diana Sousa is VP, Corporate Communications for Telemundo

### Scarborough Ad

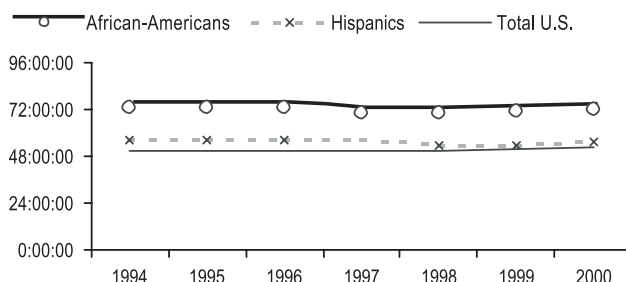
“Who Knows Multicultural Targeting?”

### Index of Quintiles 1-3 (medium to heavy) to All Adults 18+



Source: MRI 2001 Doublebase 100 = Total U.S. Age/gender counterpart

### Average Hours of Viewing per Week



Source: NTI, September to August of each year

However, there is significantly greater reach of Black Men with the various sports dayparts. Sports programming, in particular, consistently delivers more Black Men 25-54 than Total Men 25-54 regardless of time of telecast.

### Radio

Radio reaches nearly everyone. Radio's weekly reach of African-American Adults and teens is just slightly lower than their Total U.S. counterparts. It is only with Black Women that we find slightly heavier usage of radio.

**Formats** Listening preferences of Blacks 25-54 are very distinct from mainstream. While Country, CHR, and News/Talk are the top three formats among Total Adults, Urban Contemporary and Oldies are the Top 2 most listened to by Blacks. Third most popular would be Black.

### Magazines

Reading preferences among African-Americans reflect even greater selectivity than their cable viewing. Blacks clearly prefer vehicles which are written for them. Black titles like *Ebony* and *Jet* deliver Blacks—regardless of gender.

Of the general market titles, *Sports Illustrated* delivers the most African-American men followed by *TV Guide*. This is yet more evidence of how strong sports vehicles are among Black males.

Among Black women, it is *TV Guide* and *Better Homes and Garden* which rank highest among general interest magazines. Interestingly, *People* which ranks highest among Total Women, only ranks ninth and sixth respectively among African-American Women 18-34 and Women 25-54.

Among teens, Black titles do not deliver audiences as dominantly as they do with adults. General market teen magazines perform well against Black girls. While Black male teens still prefer *Jet* and *Ebony*, more general market titles like *Teen People* do very well against female teens.

### Internet

According to Nielsen NetRatings the number of African-Americans online has grown from

about 6.9 million in August 2000 to 8.2 million in August 2001—a 19% growth! Moreover, the average length per session rose by about 22% to nine hours and 41 minutes.

Among African-Americans, the reasons for going into the Internet are not too different from what brings Whites to the Web. For both Blacks and Whites browsing for fun, school research and getting audio/video clips are the top three reasons for going to the Internet.

However, there still exists a gap in access between the two races. According to Pew, 50% of Whites have access while only 36% of African-American do. Within the online population, 49% of Whites send or receive e-mail daily versus only 27% of Blacks.

Among teens, we find that streaming media is the top attraction followed by product information. Black teens are less attracted to chat rooms or e-mail than their Total U.S. counterparts.

So what are the sites which attract African-Americans? According to Nielsen/Netratings August 2001 data, BlackPlanet.com has the greatest concentration of Blacks in its audience followed by BET.com. Websites dedicated to Aaliyah ranked among the Top Ten following the singer's tragic death.

### Other Marketing Vehicles

The strength of alternative marketing media in reaching Blacks is somewhat weaker. African-Americans are 25% less likely to use cents-off coupons. They are only half as likely to shop via catalog or phone than Total Adults. Nonetheless slightly more than half of Blacks would have used coupons in the past year, about 9.8 million according to MRI.

### Summary & Conclusions

Television is the dominant medium for reaching Blacks 25-54. This reports finds compelling evidence of how easy it is to reach Blacks with TV plans written for general market particularly when UPN, WB and PAX are used.

Black men are avid viewers of sports while black women enjoy sitcoms with Black casts

and music awards shows. Both gender groups also show a preference for court programs in syndication but not for off-network sitcoms unless they feature a predominantly Black cast. As would be expected, BET does very well in delivering Black viewers.

Meanwhile, African-American preferences in magazines and radio are much more pronounced than with television. Clearly, the media strategist needs to be more discriminating in vehicle choices—whether specific print title of radio formats—than he or she would with a TV plan.

Internet use among African-Americans is clearly growing as the medium has become more mainstream. However, web access and therefore usage is still slightly lower for Blacks versus other consumer segments. Low usage was also found for alternative marketing vehicles such as cent-off coupons and direct marketing.

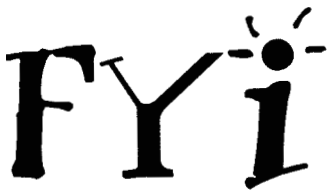
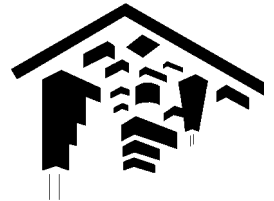
The value of the different media forms in reaching Blacks will vary depending on the time of day. The medium most used at the time when a brand message would be most salient—and therefore most persuasive—will be the most fitting medium to use. For instance, radio in afternoon drive may be the perfect way to air a Kingsford Charcoal spot as the target looks forward to dinnertime. A Black woman might be more receptive to a Pine-sol print ad in *Essence* after she and her family have raced through the bathroom and breakfast.

Lastly, there are very distinct concentrations of African-Americans in the southeast region of the U.S. and in the central cities of the largest DMAs. If special marketing efforts are called for, perhaps custom messaging on the basis of specific geography would be another option for marketing to Blacks. **MRCC**

Beth Uyenco is SVP, Director of Communication Insights for OMD Midwest

Excerpted from "African American Consumers: Media Usage and Preferences" by Optimum Media, Fall 2001

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If you buy or plan Boston TV, **NSI** can email you the demo overnights ratings. Contact your NS Exec. See NBA, NFL, NCAA or NHL ratings by event, daypart, station or teams with the NS Local Market Sports Report. NSI Nov 2002 survey begins on October 31st. . . . **Nielsen Monitor-Plus** has recently expanded the Ad\*Views database to include four (4) additional MR studies and now reports on magazine ratings information since the start of 1999. Also, Monitor-Plus expands Hispanic TV reporting by adding Telemundo affiliate WSNS in Chicago with data effective 8/26/02. Email danny\_miletic@tvratings.com for more info. . . .

**Media Analysts** has just moved to larger quarters at 880 Canal St., Stamford, CT 06902, Phone 203-348-5985, fax 203-348-0002. We will be conducting seminars on site for publishing professionals interested in knowing more about content analysis and applications for it. . . . **Scarborough** recently released its national study with many new sports measurements added, including; College Football, College Basketball, WUSA, NHRA, Supercross/Motocross, Pro Bull Riding, and Pro Bowling. Call your Scarborough representative for details. . . . **MRI & Roper/ASW** have recently introduced a new consumer segmentation platform, LifeMatrix, that will enable account planners and media planners to overlay Roper LifeMatrix segments onto the MRI database for media planning. For more information contact MRI or Roper/ASW at 1-800-245-1551. . . . **Media Framework's** LocalEventsData.com is officially launched with over 30,000 local events across all 210 DMAs. Track down local event synergies for your clients in a web-based application. Contact Kathleen Coffey at 203-801-5228 for more information. . . . **Media Market Resources'** web-based broadcast information application is now available with local cable. Contact Kathleen Coffey at 203-801-5228. . . . Use exact game listening, rather than general time periods, to negotiate sports packages with greater confidence using **Arbitron's** respondent-level radio data. Arbitron just expanded its Media Professional Plus National Regional Database service so that clients can go beyond local market boundaries using diary-level data to build the precise custom geographies they need. . . . **Telmar** is pleased to announce the addition of a familiar face. Anne Dailey joins Telmar as Vice President Sales and Marketing, covering the West and MidWest along with Claer-Marie Harris. Please call and welcome Anne back to the MRCC community, 312 787-2617 or 310 235-3132.

## FAX YOUR MRCC RESERVATION!

### FAVORITE TO: CORY FLAHAVER, ARBITRON

If you would like to fax us your lunch reservation, please fill out the information below and fax it to the MRCC reservation line at 312-542-1901 by November 7th.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone # \_\_\_\_\_

Member (\$30)     Non-Member (\$40)

No shows will be billed — cancellations must be received 24 hours prior to meeting.

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