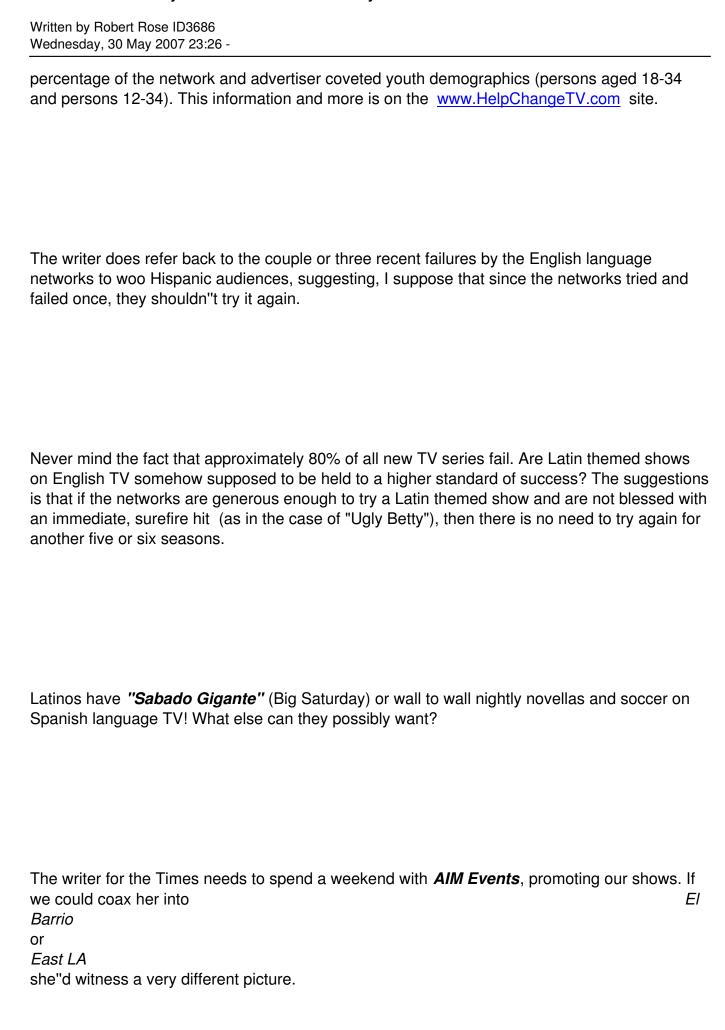
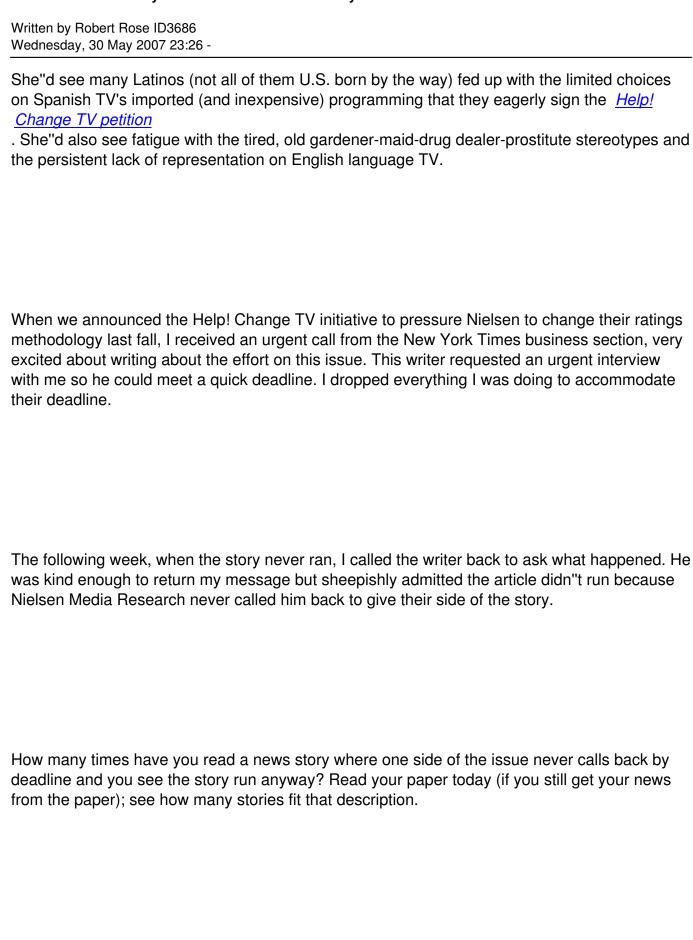


The writer doesn"t acknowledge (or know) the fact that U.S. born Latinos make up over 60% of

all U.S. Latinos and represent a market that is 25 million strong making up a much larger





After reading the unfortunate New York Times blog after the upfront, I can"t help but wonder if

the old "Nielsen didn"t respond by my deadline" excuse really holds water.

Link to the NY Times blog below:

http://artsbeat.blogs.nytimes.com/2007/05/15/39/

Written by Robert Rose ID3686 Wednesday, 30 May 2007 23:26 -I think it just might be another case of an elitist, out of touch newspaper not understanding the very issues they purport to write about or the REAL world around them. The NY Times blog writer said that Help! Change TV was "confusing" yet the Toronto Globe and Mail wrote a wonderful piece about it (as did scores of other publications in the U.S.). More recently a student run, neighborhood newspaper "The Bronx Journal" did an excellent job of telling the Help! Change TV story (and they got a call back from Nielsen for comment within one day). The message was not "confusing" to them. So let me get this straight: One New York Times writer was "confused" and yet another New York Times writer couldn't get a call back from Nielsen for comment? However college students in the Bronx easily grasped the issue and wrote about it and were able to get a call back from Nielsen with a day? I wonder if the New York Times writers would be happy with just a single network show that didn"t make fun of or misrepresent them in some way. If all TV network shows but that one presented New York Times writers as intellectually lazy, out of touch, media elites. Do you think then they might understand and empathize a little more with U.S. born Latinos? Then again, maybe that wouldn't be such an inaccurate stereotype after all.

