

The poll also found that:

The penetration of Spanish-language television – led by network giants Univision and Telemundo – increased during the last four years and is now almost universal, covering 86 percent of the country’s Hispanics. New Spanish language television stations are broadcasting in Raleigh, N.C. and Seattle.

The availability of African American-oriented channels is still limited, but a majority of black adults report watching Black Entertainment Television (BET) and similar channels on a regular basis. Meanwhile, the penetration of African American-oriented radio stations has increased. They now reach two-thirds of black adults.

Newspapers like Sing Tao, the World Journal, Korea Daily and Korea Times have substantially increased their circulation during the last four years. The reach of weekly and monthly publications that cater to the interests of the Filipino and Asian Indian populations has also expanded. A biweekly newspaper for the Filipino community launched in 2007—the FilAm Star published in San Francisco.

Many new Spanish-language newspapers have begun publishing in the last four years and now reach more than one-third of Hispanic adults. New publications include Padres & Hijos in Atlanta and La Voz de San Diego.

Sergio Bendixen, president of Bendixen & Associates, said the polling also showed that a substantial percentage of African American, Hispanic and Asian American households have cable or satellite service. “What’s clear is that even as the country suffers through a recession, ethnic communities are staying tuned into ethnic media,” Mr. Bendixen said, noting that an increase in penetration for African-American publications was sparked, in part, by interest in Barack Obama’s candidacy and presidency.

Ms. Close said the increases in penetration come as the ethnic media are transforming themselves and preparing to play broader roles in their communities. On Thursday, Ms. Close unveiled an emergency network system that will send urgent health and disaster alerts to

3,000 ethnic media outlets, which will then transmit those messages to ethnic communities. “This state-of-the-art system will open the doors to ethnic communities that are not reached by mainstream media,” she said. “The poll results reinforce the importance of using the ethnic media to communicate with populations—many don’t speak English--which have often been ignored.”

It’s clear, Ms Close said, that “ethnic media can be counted as an important segment of the New Media, and will continue growing in audience and influence in the future.” ** *(For copies of the poll summary or to schedule interviews, please contact Alicia Ingram at (404) 493-1724 ingramalicia@bellsouth.net or Michael K. Frisby (202) 625-4328 mike@frisbyassociates.com).***