



TESTIMONIAL

Hispanic Outdoor Campaign Nets Positive Results!

“Exceptionally High Percentage of First-time Puerto Rican Voters!”

THE PROBLEM:

The Hispanic Electorate was expecting a low voter turnout in the 2002 November election because it was a mid-term election. Many Hispanics and Puerto Ricans had never voted in an election in the U.S.

THE PLAN:

The Puerto Rican Federal Affairs Administration (PRFAA) decided to initiate a 30-Sheet poster campaign with Clear Channel Outdoor in the following markets: Chicago, Miami, Orlando, Boston, Tampa, Philadelphia and Cleveland. The campaign started in July and lasted until November.

THE RESULTS:

The extensive grass-roots and media education effort launched in July had great impact in registering the Puerto Rican community to vote and turning them out to the polls on election day. Eighty-seven percent of the Puerto Rican voters interviewed reported having watched a television commercial or having listened to a radio commercial or having seen an **outdoor billboard** of the Que Nada Nos Detenga voter registration and voter participation campaign sponsored by PRFAA.

PRFAA's exit poll, conducted at the culmination of the first year of a grass-roots driven and media-supported voter registration and mobilization effort, found that 15% of Puerto Ricans who cast ballots in the November 5 mid-term elections were first-time voters. This change represents a nearly 70% increase from the 9% of Hispanic first-time voters in the 2000 general election as reported by Voter News Services (VNS).

“Governor Calderón is ecstatic about the increased number of Puerto Rican voters that showed up and voiced their opinions at the polls on Tuesday,” said Mari Carmen Aponte, Executive Director of the PRFAA and leader of the Calderón Administration's national voter registration and mobilization effort which registered over 70,000 new voters between July and November.

The exit polling sample was the largest Hispanic exit poll conducted nationwide this year and confirms the effectiveness of the “¡Que Nada Nos Detenga!” (Let Nothing Stop Us!) campaign, a non-partisan voter education effort led by Commonwealth of Puerto Rico Governor Sila M. Calderón and implemented through the PRFAA and its partners, the National Council of La Raza (NCLR) and the National Association of Latino Elected Officials (NALEO).



Visit our web site: clearchanneloutdoor.com

“The Choice is Clear!”

