

Seeing is Believing: Identity, Inequality, and the Impact of Television on the Hispanic Achievement Gap*

Andrew Kao[†]

October 2021

Abstract

Can identity reduce inequality? Using a spatial regression discontinuity arising from a FCC regulation, I investigate the impact of Spanish Language Television (SLTV) on Hispanic students in public schools. I find that SLTV improves academic performance and helps close the Hispanic achievement gap. I marshal three sources of evidence that each indicate an identity mechanism is at play: (1) more Hispanic students are labelled ‘limited English proficiency’ and bullied on the basis of their ethnicity in SLTV schools, (2) Hispanic students perform better academically in locales where SLTV programming focuses more on the Hispanic identity, and (3) Hispanics with access to SLTV differentially visit Hispanic branded establishments more frequently. Collectively, they suggest that identity is a mechanism through which SLTV reduces the Hispanic achievement gap.

JEL Codes: I24, J15, L82, Z13.

Keywords: Hispanic, television, education, identity

*Many appreciated suggestions, critiques and encouragement were provided by Leonardo Bursztyn, Lucas Cusimano, Benjamin Enke, Victor Lima, Aakaash Rao, Jaya Wen, David Yang, and Kotaro Yoshida, seminar participants at EPoD and Harvard PE, as well as Mark Colombo for technical advice.

[†]Harvard University. Email: andrewkao@fas.harvard.edu

1 Introduction

The Hispanic achievement gap is wide and persistent. Hispanics face the lowest high school and college completion rates out of all major ethnic and racial groups in the United States.¹ In this paper, I argue that Spanish Language Television (SLTV) is a media technology that has reduced educational inequality, and that moreover, these gains in Hispanic student performance can be attributed (at least in part) to a heightened sense of a Hispanic identity.

Despite the rise of the internet, broadcast Spanish Language TV remains an important fixture of Hispanic households. 78% of Spanish-dominant households watch SLTV (and 50% of multi-language Spanish-speaking homes do). In 2010, every single one of the top 10 shows watched by Hispanics were Spanish language programs (Pardo and Dreas, 2011). By investigating Spanish Language TV, I take a closer look at Hispanic communities and examine the ties between SLTV, identity, and education.

To identify the causal effect of SLTV, I follow Velez and Newman (2019) and exploit a spatial regression discontinuity arising from a Federal Communications Commission (FCC) regulation. This regulation grants federal protection of a TV station’s broadcast signal only within a certain distance of a station’s main antenna. Thus, households and schools just inside a TV station’s coverage contour should be observably similar to those just outside the contour, except for the presence of broadcast and satellite TV. I argue that this allows me to identify the causal effect of SLTV, given several features: (1) contours are mechanically decided by a formula involving geographical features and antenna strength, (2) contours are large and tend to cut across small towns, rather than dense urban areas which corporations might try to capture for profitability reasons (urban centers fall squarely within contours), (3) SLTV stations were often built before this regulation was imposed, (4) demographic and other controls across the regression discontinuity are similar, and (5) Hispanics do not differentially migrate across contours, minimizing the possibility of selection. To further dispel concerns over potential confounds, I employ a difference-in-discontinuities design, comparing outcomes for Hispanic students against Asian students in schools with and without SLTV based on a 100 kilometer cut-off to SLTV coverage contours.²

I verify the relevance of this instrument’s first stage by employing the difference-in-discontinuities approach with the American Time Use Dataset. I find that Hispanics watch 10 minutes more of TV when within coverage contours, a plausible lower bound for the amount of extra Spanish Language TV watched if Hispanics substitute watching English programs with Spanish ones. I further show that Hispanics watch more TV with their children—Hispanic students, in other words. Notably, non-Hispanics do not exhibit differential TV viewership across SLTV coverage contours.

¹See Tienda (2009). This achievement gap extends to many more educational outcomes, from test scores to disciplinary incidents to enrolment in advanced classes. Factors such as segregation (Cascio and Lewis, 2012), XXX, XXX exacerbate the achievement gap, whereas interventions such as providing free computers (Fairlie, 2012) XXX help close it. TODO: other cites on the achievement gap.

²I compare against Asian rather than white students because they are much less likely to identify as Hispanic.

Next, I utilize the Civil Rights Data Collection to analyze the effect of SLTV on Hispanic students in public schools. Academic outcomes improve across the board: compared to Asians, Hispanics with SLTV are 16% more likely to take the SAT or ACT, 27% more likely to enrol in calculus and higher math, and pass 8% more AP exams. These gains are also present in absolute terms, extend to other academic outcomes, and remain qualitatively similar under a variety of robustness tests, establishing that SLTV reduces the Hispanic achievement gap.

Given this finding, I then marshal three sources of evidence that each indicate an identity mechanism may drive these results. First, using the same data, I show that Hispanic students are differentially classified as having ‘limited English proficiency’ under SLTV despite greater general academic achievement, a likely outcome if these students shift from English to Spanish mastery due to the presence of SLTV. Furthermore, Hispanic students are also differentially bullied more on the basis of their ethnicity, directly indicating a more salient identity that other students may target. Second, I use archive.org’s TV transcript database to classify the proportion of programs in each SLTV station that focus on the Hispanic identity. I show that locales with a greater amount of SLTV programming focused on the Hispanic identity are associated with stronger Hispanic academic performance when compared against locales with fewer such programs on identity. However, a greater amount of programming focused on education & schools or positive role models for children each have a null effect on Hispanic performance. This indicates that the content of these television programs matter, and that identity is a primary channel through which these gains are attained. Finally, I use foot-traffic data from Safegraph to demonstrate the general strengthening of the Hispanic identity under SLTV. Hispanics with SLTV are differentially more likely to visit Hispanic branded restaurants and recreation establishments. Conducting a placebo exercise, I find that Hispanics with SLTV are no more likely to visit Brazilian, Greek, and Korean establishments. This speaks to the specific strengthening of the Hispanic identity versus a broader Latin American one. Collectively, these results suggest that identity is an important mechanism through which SLTV reduces inequality and the Hispanic achievement gap.

Literature Americans spend an average of three hours a day watching TV—more than any other activity bar sleep. Accordingly, a large literature has examined the impact that television has on education. Prior work has frequently been correlational and findings remain conflicted: one line of research contends that TV is as a distraction which ‘rots’ the mind and harms student outcomes (Zavodny, 2006),³ while another line of inquiry has found consistent null effects.⁴ I contribute to this literature by taking a quasi-experimental approach. Gentzkow and Shapiro (2008) are closest

³See Aksoy and Link (2000), Hornik (1981), and Keith et al. (1986). This theory enjoys popular support (see Winn (2002) or Gentile (2004) which finds broad support for the theory among paediatricians). Huang and Lee (2010) and Nakamuro et al. (2015) use more sophisticated panel data approaches and also find negative (but smaller) effects.

⁴Gaddy (1986), Gortmaker et al. (1990), and Hu et al. (2020) take correlational approaches, while Munasib and Bhattacharya (2010) and Kureishi and Yoshida (2013) use self-reportedly weak instruments that may generate the null.

to this paper in using a difference-in-difference strategy to find that TV improves student test scores—particularly among nonwhite students and English language learners.

Others have studied the effect of television on Hispanic communities. Oberholzer-Gee and Waldfogel (2009) demonstrate that the presence of Spanish language local news increases Hispanic voter turnout, whereas Velez and Newman (2019) (who develop the instrument used in this paper) find that SLTV depresses voter turnout. Trujillo and Paluck (2012) run an experiment measuring trust in the government and the census based on a scripted soap opera scene. I extend on this literature by moving beyond the political realm, arguing that the consequences of SLTV are large in educational settings too, and also provide the first evidence on a mechanism through which SLTV operates: identity.

There is a growing literature that looks at how identity can influence behaviour. This has been studied through theory, in the lab, and the field.⁵ However, the underlying forces that construct identity (rather than simply triggering them via priming or other short-term interventions) are less well understood. Bisin et al. (2010), Atkin, Colson-Sihra and Shayo (2019), and Bazzi et al. (2019) encompass some recent studies on this topic, and all come to the conclusion that intergroup tensions or differences lead to a strengthening of identity. Alesina, Giuliano and Nunn (2013) take the long view and show how gender norms can be traced back to early agricultural practices. I contribute to this literature by proposing a media-based channel through which identity may be strengthened and influence action. This is closest to work such as Jensen and Oster (2009) and Gentzkow and Shapiro (2004), which establish a link between media & gender norms and media & anti-Americanism respectively.⁶

Finally, in the education and psychology literature, the stereotype threat phenomenon pinpoints minority identities as a root cause of achievement gaps (Spencer, Logel and Davies (2016), Appel and Kronberger (2012)), leading to the rise of methods such as “situational disengagement” (Nussbaum and Steele, 2007). This paper suggests that a stronger sense of identity may not have uniformly negative consequences on Hispanic students, creating space for a more positive conception of identity.

Layout. Following this Introduction, Section 2 presents the data sources used. Section 3 describes the difference-in-discontinuities empirical strategy and establishes the first stage. Section 4 presents evidence that SLTV closes the Hispanic achievement gap. Section 5 presents evidence that an identity mechanism underlies these results. Finally, Section 6 concludes with a discussion of research questions opened by the preceding analysis.

⁵See Akerlof and Kranton (2000), Benjamin, Choi and Strickland (2007), Benjamin, Choi and Fisher (2010), and Bursztyn et al. (2019), among others.

⁶Other related work on the impact of mass media on social outcomes include Ferrara, Chong and Duryea (2012), Kearney and Levine (2015), Olken (2009), DellaVigna and Kaplan (2007), Yanagizawa-Drott (2014), and Putnam (2001). For an overview, see DellaVigna and La Ferrara (2015).

2 Data

Coverage contours The central instrument in this paper is the discontinuity in SLTV coverage across coverage contours introduced by FCC regulation. To build the coverage contours of SLTV stations in the United States, I collect a list of the callsigns for all SLTV stations from TMS Media, a large provider of data on TV, movies, and other media.⁷ There are 100 of these stations located across the United States. These callsigns are matched against data from the FCC’s OET Bulletin No. 69 and the FCC’s Consolidated DataBase System (CDBS) to directly obtain the coverage contour boundaries in 2015.⁸ Figure 1 presents an example of a coverage contour, while Figure 2 displays a map of all SLTV contours in the United States.

Time use data I collect time use data from the American Time Use Survey between 2003-2015 and construct the total amount of time individuals spent watching TV, time spent watching TV with children and parents, time spent on children’s education, and demographic variables. Individuals in the data are located at the county level—I classify a given county as falling within a SLTV contour coverage if at least 50% of its area does. 68,373 individuals in the sample live within 100 kilometers of the contour boundary. Table 1, Panel A presents summary statistics for this data.

Public school data I collect data on public schools from the US Department of Education’s Civil Rights Data Collection (CRDC) dataset in 2015. For anti-discrimination and transparency purposes, all public schools in the United States are required to report data to the CRDC on an annualized basis. This data contains information on various indicators of educational performance by demographic category, including SAT/ACT tests taken, calculus courses taken, AP tests passed, students classified under ‘Limited English Proficiency’, students bullied on the basis of ethnicity or race, the number of teachers and students in the school, and more.⁹ School addresses are geocoded using ArcGIS and coded as receiving SLTV if they fall within a coverage contour. 83,004 schools fall within 100 kilometers of the contour boundary. Figure 2 presents a map of these schools and Table 1, Panel B presents summary statistics for this data.

Television transcript data To code the content of programs broadcasted by SLTV stations, I make use of archive.org’s television transcript database covering the years 2005-2015. Because transcript data is available at the television network level, I assign all affiliate stations data from their parent network.¹⁰ For each network in the database, I code the fraction of television programs

⁷A TV station is defined to be SLTV if at least one of the primary broadcasts languages are Spanish.

⁸2015 coverage contour data is used due to the ‘FCC Spectrum Repack’ that began in 2018 which altered the reception and coverage for a substantial number of stations. Coverage contours prior to 2015 were generally stable.

⁹Comprehensive variable descriptions are provided under Appendix A.

¹⁰There are nine major Spanish Language TV networks present in the data: Telemundo, Univision, UniMás, Azteca América, PBS, Estrella TV, MundoMax, Enlace TBN, and Mega TV.

whose transcripts contain keywords related to the mechanisms that I study: identity, education, and role models.¹¹ Table 1, Panel C presents summary statistics for this data.

Foot-traffic data I gather Safegraph foot-traffic data from 2019 to analyze whether Hispanics differentially visit Hispanic-branded establishments under the presence of SLTV. Safegraph uses location tracking data from mobile phones to compile comprehensive foot-traffic data to over 10 million points of interest around the world. I restrict the analysis to two commercial sectors where ethnic branding is common: food services (NAICS code 72) and arts, entertainment, and recreation (NAICS code 71). Restaurants and other food service establishments are tagged by Safegraph with the type of cuisine served, which I use to classify an establishment as Hispanic or not. Recreation establishments are not tagged, so I match establishment names with the same identity keywords used to classify the transcript data to code establishments as Hispanic. I repeat this for a number of placebo ethnicities: Greek, Korean, and Brazilian. Safegraph provides data on the number of visitors to each establishment at the census block group level. Thus, I use census data and the instrument to impute the number of Hispanics and non-Hispanics, with and without SLTV, who visit each establishment within 100 kilometers of a SLTV coverage contour.¹² There are 273,216 establishments included in my sample. Table 1, Panel D presents summary statistics for this data.

Other data Appendix A describes other data used in the paper. Briefly, they are IPUMS migration data at the origin county-destination county level from 2010-2015, used to test for selection via migration, and the American Community Survey data for county level demographic controls. The appendix also describes in greater detail the data construction process for the datasets above.

3 Empirical Strategy

To isolate the causal effect of Spanish language television, I adapt the technique used in Velez and Newman (2019) and extend it from two counties to the entirety of the United States. Velez and Newman construct a spatial regression discontinuity based on a FCC (Federal Communications Commission) regulation which determines the distance from a TV station in which the station’s broadcast signal is protected from interference.

Digital and satellite TV stations operate by broadcasting signals from a central antenna, and the antenna’s field strength at any given point is a mechanical product of several factors: the antenna’s ERP (Effective Radiated Power, which is the amount of input power given to the antenna

¹¹More sophisticated text analysis techniques such as NLP are not possible due to copyright law restricting direct access to the text corpus. Thus, only keyword searches are feasible. The specific set of keywords used are displayed in Appendix Table A.9 and the process for constructing this set is described under Appendix A.

¹²Given the potential selection concern of users whose data are covered by Safegraph, I also apply a Heckman correction based on moments from the census data to adjust the number of visitors in each category.

adjusted for antenna idiosyncrasies that may boost or attenuate its effective power), the antenna’s HAAT (High Above Average Terrain), and the distance from the point to the antenna. This signal declines in strength with the square of distance, making it subject to interference and general loss of signal. When one gets far enough away from a TV station, this interference becomes widespread and meaningfully impedes TV viewership: the FCC completely repacked the spectrum between 2018-2020 to more efficiently allocate the frequencies on this spectrum and prevent interference.¹³ To safeguard TV signals, the FCC passed in 1997 a series of regulations to protect signals for commercial TV stations from interference. These took the form of contour areas for which service holds at 50% of locations 10% of the time, termed a noise-limited bounding contour, inside of which sufficiently strong interfering signals are banned.¹⁴ The blue contour line in Figure 1 presents an example of one such coverage contour.

This regulation creates a natural spatial regression discontinuity. Combined with the decaying strength of a TV signal due to distance, this cut-off in broadcast protection creates a split among households and schools just inside and outside of these coverage contours that should be ex ante comparable save for their access to broadcast TV. This is operationalized as a 100 kilometer cut-off from the coverage contour border in my baseline specifications. By studying Spanish Language TV in particular, I should be able to examine its causal effect on Hispanic communities, so long as the location of these contours are uncorrelated with any of the other determinants for the outcomes studied.

Given that these contours are purely determined by an algorithm and only dependent on physical variables like local elevation and antenna strength, these precise regulatory boundaries are located in more or less random locations. Coverage contours are large enough that they tend to cut across small towns rather than large cities—television networks have not constructed their antennae to be just large enough to only cover the most dense and populous areas.¹⁵

Another reassurance is that the interference protection regulation and the Longley-Rice methodology used to determine TV service coverage were only adopted in 1997, making it unlikely that stations were built or adapted in response to the policy. Univision, the largest owner of SLTV sta-

¹³Interference is most common from other TV broadcasters, as even weak signals and signals from adjacent channels (both digital and analog) can cause major reception issues. Distance also aggravates common TV signal quality issues such as ghosting (the appearance of double images due to geographical obstacles/multiple signals) and exacerbates interference from other signals, including radio transmitters (whether commercial, CB, or amateur), and can even result in electrical sources (such as power lines or large motors) disrupting reception.

¹⁴The relevant sections of federal law are 47 C.F.R. 73.622, 73.623, and 74.704. The FCC’s OET Bulletin No. 69 most clearly summarizes and provides guidance on the salient features in this law. These contour interference protection lines are constructed following the Longley-Rice methodology adopted in 1997 and are termed $F(50, 10)$ lines. In practice, this regulation is most frequently used to restrict new TV station allotments. There are also $F(50, 90)$ lines which demarcate minimum field strength for digital TV service; these coverage contours are strict subsets of the interference contours and are not as suitable for a regression discontinuity as it is likely that people just outside of these contours are still able to access a television signal.

¹⁵These urban centers fall squarely within the aforementioned $F(50, 90)$ lines where minimum field strength must be guaranteed. This implies that network executives aiming to maximize profit, ratings, or audiences, should not have the $F(50, 10)$ interference lines used in this paper at the forefront of their decision calculus.

tions, was founded in 1955, and had built the vast majority of their television stations and antennas by 1997. Telemundo, the second largest owner of SLTV, was founded in 1984 and the stations it initially acquired were built in 1954. Like most SLTV networks, it primarily expanded through the acquisition of existing stations, rather than building out its own new ones. Nonetheless, one may still believe that SLTV stations target areas with more Hispanic people, or wealthier communities, or more populous areas, all of which are factors that could affect the areas of interest. Hence, I include explicit controls for these variables in regressions.

Finally, one may still be worried that unobserved variation across coverage contours could drive the observed results. Therefore, I follow a recent literature on difference-in-discontinuities (Casas-Arce and Saiz (2015), Grembi, Nannicini and Troiano (2016)) and employ a design that, in addition to the regression discontinuity, also compares outcomes for Hispanic students against Asian students.¹⁶ Thus, any alternative explanation for these results would need to differentially affect Hispanics across these coverage contours.

The instrument therefore consists of two variables interacted: first, an indicator for whether the observation falls within any SLTV station’s coverage contour boundary, and second, a Hispanic indicator. To ensure similarity between observations inside and outside the boundaries, only observations located within a distance of 100 KM of the boundary are kept. The main specification is:

$$y_{i,j} = \beta \mathbb{I}[InsideContour_{i,j}] \times \mathbb{I}[Hispanic_{i,j}] + \gamma X_i + \epsilon_{i,j}$$

where $y_{i,j}$ is an outcome for observation i (which may be an individual, school, or establishment) under demographic category $j \in \{\text{Hispanic, not Hispanic}\}$, and X is a vector of controls for the observation. The main coefficient of interest is β , and in particular, the interaction term between the Inside Contour and Hispanic indicators.

Two concerns potentially remain:

- *Can we guarantee that it is Hispanic people who watch SLTV?* If it were the case that non-Hispanic people were frequent viewers of SLTV, the interpretation of the main effects would potentially be different: we would be looking at the heterogeneous effect of SLTV on all people. This could be the case if, for instance, white people treated Hispanics and Asians differently after having viewed SLTV. However, < 1% of all TV programming watched by non-Hispanics is in Spanish, making such stories unlikely to hold water (FCC, 2016).
- *How do we account for the possibility of selection?* It is theoretically possible that Hispanic people move in response to these television coverage contour boundaries, and that the effects

¹⁶I compare against Asian rather than white students because they are much less likely to identify as Hispanic. The achievement gap between Hispanics and Asians tend to be as large, if not larger, than the Hispanic-white achievement gap, making this a result of independent interest.

seen are therefore a result of Hispanics self-sorting. If true, this would be a remarkable result—people moving in large numbers for the sake of access to better television. However, using census migration data, I find that Hispanics do not differentially move into or out of counties with access to SLTV. Appendix Tables A.1 and A.2 present these regression results and suggest that, if anything, Hispanics are *averse* to moving across coverage contour boundaries.

3.1 Evidence of a first stage: do Hispanics in SLTV coverage contours watch more television?

Over 85% of Hispanic households own a television. A further 85% of SLTV viewership occurs over satellite or broadcast television—important because coverage contours are only applicable for these types of television.¹⁷ Thus, a substantial fraction of Hispanics may be affected by the presence of these coverage contours.

I test for the amount of television watched across these contour boundaries with the American Time Use Survey data. Figure 3 graphs the minutes of television watched against the distance to the contour boundary: it is clear that Hispanic television viewership increases across the boundary while non-Hispanic viewership remains flat. However, there is not a sharp break in Hispanic viewership at the border, but rather a continuous increase as one draws closer to the main station—this indicates a fuzzy regression discontinuity, combining the natural effect of distance to the signal with the effect of the FCC interference protection.

Table 2, Panel A presents a regression following the main specification. Hispanics watch an average of 10 minutes more television when within the contour, whereas the effect of the contour on non-Hispanics is insignificant. Panel B examines the effect of the contour on minutes of TV watched with one’s children: this too increases for Hispanics by 3.5 minutes while not affecting viewership for non-Hispanics. Thus, Hispanics overall, and Hispanic students (the children of individuals surveyed) both appear to watch more TV within the coverage contour. But does Spanish Language TV viewership increase? Unfortunately, I cannot directly observe the amount of SLTV watched. However, if one reasonably assumes that English and Spanish Language TV are substitutable,¹⁸ then these estimates should serve as a lower bound for the increase in SLTV watched by Hispanics.

Compared to other viewers of television, Hispanics are also uniquely likely to watch television in a social context rather than watching alone—this is partially driven by the fact that non-Hispanic households have 40% more TV sets per person than Hispanic ones (Coghill and McGinnis, 2018). This social aspect, wherein SLTV is watched with family and friends, may be one way in which identity is reinforced through television. Appendix Table A.3, Panel A shows that Hispanics also

¹⁷See FCC (2016) and De La Merced and Gelles (2014). This fraction of broadcast TV viewership is substantially larger than the national average, 24%.

¹⁸Though no direct economic research exists on the substitutability of English and Spanish Language TV, the Department of Justice’s ruling on the Univision-HBC merger (68 Fed. Reg. at 66,857 (2003)) interprets these different language networks to be substitutable products.

differentially watch more TV with their parents when inside SLTV coverage contours. Appendix Table A.3, Panel B replicates the analysis in Table 2, restricting the sample to only foreign-born residents. These people should be less likely to have English mastery and hence view more foreign-language TV, and accordingly, the panel reports even greater differential TV viewership among this subsample than the population.

EDIT

4 The impact of Spanish language television on Hispanic educational performance

How big is the achievement gap in our data?

In this section, we examine the performance of Hispanics in public schools and find that while academic achievement generally increases and disciplinary issues generally decrease in response to SLTV, the opposite holds true when the measures are more directly to identity.

4.1 Results

Table ?? presents the standard specification for the education dataset, looking at the effect of television on schools within 100 KM of a coverage contour. For each of these measures of academic achievement, column (1) includes only county level controls, column (2) adds controls for school size (number of students and teachers), and column (3) adds controls for whether the school contains primary/middle/high school divisions. Panel A examines the effect of television on the IHS of the number Hispanic students considered gifted, while panels B and C look at the effect on the number of Hispanic students enrolled in an AP course or passing at least one AP course respectively. The coefficient of interest, the dummy for whether the school is located within a coverage contour or not, is significant at the 5% level for all columns and panels. The effect sizes are modest, but non-trivial: an approximately 1.5% increase in the number of gifted students, and increases on the order of roughly 5% for the number of students involved in Advanced Placement curricula.

Table ?? examines the effect of SLTV on disciplinary incidents: Panel A presents the effect on the number of Hispanic students ever given an out of school suspension over the prior school year, while Panel B presents this on the number of Hispanic students considered chronically absent. These results are all significant at the 1% level for all columns and panels. The effect sizes are comparable to that regarding academic achievement, displaying a 1.5% decrease in the number of students suspended, and a 7% decrease in the number of students who are chronically absent.

Table ?? examines the effect of SLTV on outcomes more directly tied to identity: Panel A presents the effect on the number of students categorized as having Limited English Proficiency. These effects are significant at the 1% level, and represent a 3-4% increase in the number of students designated under this category. Panel B, on the other hand, presents the effect on the number of Hispanic students who are ever victims of harassment on the basis of their ethnicity. These results are significant at the 10% and 5% levels, and account for a small .2% bump in the number of such cases.

Robustness To test the robustness of these results, we present Table A.7, which uses as its outcome variable the number of Hispanic students passing the AP. We choose to present robustness on this outcome in particular due to its lower sample size — it is a priori the most likely to be underpowered. Column (1) presents the baseline results (it is identical to column (3) of Table ??), while column (2) includes the interaction of the TV dummy with the distance to the boundary squared. This is plausibly relevant to the main effect, given that television signals decay in strength in proportion to the square of the distance. Columns (3) and (6) reduce the cutoff distance from the boundary to one half and one third of the original 100 KM limit. Column (4) includes county level fixed effects. Column (5) additionally controls for the total number of APs passed by all students. The robustness checks hold up across the board with all columns maintaining significance, although the 33 KM boundary limit is close to underpowered. Robustness checks on the other outcome variables of interest hold up to a similar analysis.

Finally, we may be concerned about the potential effects of spatial autocorrelation in the data. A Moran’s I test using 4 nearest neighbours between the schools indicate that there is spatial autocorrelation at any reasonable level for α . Hence, Table A.8 presents two alternate models that control for the effects of spatial autocorrelation. Column (2) uses a spatially autoregressive lag model, wherein the outcome variable may be correlated with its neighbours. Column (3) uses a spatially autoregressive error model, wherein the presence of missing spatial covariates (causing correlated errors) is adjusted for. In both cases, the alternate models yield results that closely resemble the standard specification in column (1).

4.2 Discussion

Evidence of Identity as a Mechanism The results in Table ?? provide some concrete evidence that identity changes as a result of the effect of television. We believe that access to SLTV reinforces Hispanic identities, making them more salient to the Hispanic individuals consuming the broadcast programs. The most direct evidence for this stems from the results on harassment and bullying based on ethnicity. Given that very few non-Hispanic people view SLTV programming, the fact that more Hispanic students are bullied on the basis of their ethnicity suggests that some change

must be occurring within the students along this dimension.¹⁹

A substantial literature has shown that increased visibility of (non-majority) ethnicities is associated with greater amounts of bullying,²⁰ consistent with the results that we see. Though it is impossible to rule out all other stories (perhaps children who watch more TV overall are more likely to be victims of bullying—but this is not supported by the literature. If anything, there is support for television causing children to become bullies (Kuntsche et al., 2006), but this is not borne out in our data), the most parsimonious explanation is one in which television increases identity salience and hence ethnicity-based bullying.

We make a similar argument in the interpretation of the greater number of Hispanic students classified as having Limited English Proficiency. This increase demonstrates that these students possess a lower degree of command over the English language, suggesting two possibilities: either (1) that academic/linguistic abilities are lowered across the board, or that (2) there is some substitution in ability towards the Spanish language instead. Given that academic abilities appear to be *enhanced* by the presence of SLTV, the substitution story appears more plausible to us.²¹ Unfortunately, we do not have direct evidence on the Spanish-speaking abilities of students, and so recognize that this is not a settled matter. Thus, while the evidence presented is fairly suggestive, more research could be done on this matter.

Effects on Academic Achievement and Discipline We next turn our attention to the results presented in Tables ?? and ?. The results on academic achievement unambiguously show that, for the top end of Hispanic students, performance is bolstered by the presence of SLTV. This effect appears to hold across students of all ages — while gifted programs are typically aimed at students in primary and middle schools, AP courses and exams are almost exclusively taken by high schoolers.

The number of observations recorded for these regressions is worth addressing: compared to the 40,000 schools seen in other regressions, there are only 26,000 seen for gifted students, and fewer than 10,000 for the AP results. In the case of gifted programs, this drop is due to the fact that schools which do not have gifted student programs were omitted from the sample. We find it unlikely that the presence of a gifted program in a school is correlated with the the school being placed just inside or outside a television coverage contour, and so do not believe that this omission introduces any bias. Similarly, in the case of the AP results, only 9,765 of the schools in the sample are high schools with 12th graders enrolled in them—hence, the observed 6,089 schools opting to

¹⁹This increase in bullying does not appear to be the result of ‘retaliation’ to Hispanic students bullying others: the coefficient only attenuates slightly when further controlling for the total number of students bullied, and running the main specification with the number of Hispanic students as perpetrators of race/ethnicity based bullying yields an insignificant negative coefficient.

²⁰See Scherr and Larson (2009) for a review of this literature.

²¹Granted, the measures of academic ability measure only the performance of students at the top end. But given the existence of these results, a countervailing narrative in which SLTV decreases the academic performance for other Hispanic students would need require a mechanism that could produce such differential effects.

self-report AP course results is still sizable. Though the number of schools reporting AP exam results is substantially lower and may be concerning for this result, this can at least partially be attributed to the fact that students directly receive their AP scores, and the schools at which they are enrolled may not always have access to their AP scores. Furthermore, given that overall AP scores do not meaningfully change, it is unlikely that there is substantial selection into score reporting over the concerns of Hispanic students passing AP scores—especially because there are no real-world incentives or benefits attached to doing so.

Noting that increases in AP enrolment are predictive of higher rates of college enrolment and degree attainment (Speroni, 2011), it is likely that SLTV can have downstream effects beyond simply greater academic attainment in the short term. Running counter to the mainstream narrative, these increases in academic performance match the results found by Gentzkow and Shapiro (2008), who find that television increases test scores for preschoolers (and in particular, preschoolers from households where English is not the dominant language).

Similarly, these increases in disciplinary outcomes can ameliorate the serious downstream effects that exist beyond the disciplinary event itself: the literature suggests that not only are suspended students at immediate risk of academic harm and further disciplinary issues (Arcia, 2006), but that these students are also more likely to be incarcerated as adults (Wolf and Kupchik, 2017). Non-disciplined students appear to suffer from spillover effects in their academic performance as well (Perry and Morris, 2014).

On the whole, this suggests that the lives of Hispanic students living may materially improve along academic and social dimensions as a result of SLTV.

The Difference Between ‘Identity’ and Other Outcomes It appears that while Hispanic discipline issues are generally improved by SLTV, this does not extend to the measure directly tied to identity: bullying and harassment based on ethnicity. Similarly, while academic achievement is generally improved by SLTV, this finding does not also generalize to LEP rates. This puzzle—explaining how identity driven results move in opposite directions from the others—is not easily resolved without relying on identity in some form.

Though we do not have a rigorous argument that can fully resolve this puzzle, we suggest that a substitution effect based on SLTV affecting identity can explain much of the results seen. That is, SLTV might in the immediate affect the identity based mechanisms that we see (more social issues, worse academic performance on metrics tied to identity), but that student performance in other non-identity tied outcomes might in turn shift to make up for the difference. If this were the case, we would expect to see results in line with what we see. An alternative explanation not relying on identity would still need to be able to explain why most academic and disciplinary measures point in one direction, whereas the ones more tightly linked to identity reverse.

5 The identity mechanism

SLTV programming is also more likely to contain content that is directly salient to a Hispanic person’s identity. This occurs not only because of the language of the broadcast, but also its content: roughly 20% of programming on SLTVs are telenovelas produced in foreign (Latin American) countries, with a similar proportion of programming dedicated to non-locally produced news and paid programming.²²

We marshal three

5.1 Identity within schools

5.2 The content of TV programs: narrowing down mechanisms

Table A.6 provides further evidence that no direct time spent on education

5.3 Foot-traffic and identity

Firm Name Classification Unlike the names of firm principals, there is no readily available or standardized method to determine whether a firm’s name is a ‘Hispanic name’ or not. Although a machine learning approach is still theoretically possible under these circumstances, a quick visual inspection of the data revealed that a relatively low percentage of firms had names that were explicit tied to a Hispanic identity—hence, many approaches would likely identify a significant number of false positives.

In order to be conservative and ensure that firms identified as bearing Hispanic names actually are such, we construct a measure that classifies a firm name as Hispanic if it contains certain keywords that are explicitly associated with a Hispanic identity. These keywords are split into three major categories: (1) References to countries in Latin America or Latin America itself. Firms that include the base forms of country names in Latin America are considered to be explicitly referencing a Hispanic identity (examples include: ‘Cuban Guys 102, LLC’, ‘Bravo Latino Brands, LLC.’) (2) Names containing common one of the top 50 most Spanish words that are not also present in English (examples include: ‘La Joya Estates, Ltd.’, ‘Conselho Nacional De Saude Mental E Medicina Psicossomatica Inc.’), and (3) Names containing common Hispanic foods. (examples include: ‘Charlie Cactus Tacos, LLC’, ‘Taqueria Casas 2 Inc.’) Due to the lack of a systemic means to construct this last category, I conduct robustness checks dropping this category; results do not substantially change when omitting this third category. Table ?? contains a list of these keywords as well as some additional detail on the classification process.

Out of our sample, 1.1% of firms meet this criteria (1% if omitting the food-based names). A manual check of firms that are classified as Hispanic also confirms that the firm name classification

²²For more information, see FCC (2016).

process succeeds.

6 Conclusion

In this paper, we provide a number of high-level results: we show that SLTV has a substantial impact on reducing the inequality that Hispanics face as entrepreneurs and students. From a business standpoint, SLTV increases Hispanic firm ownership, while also increasing the total number of firms bearing Hispanic names, pointing to an expansion in demand for goods and services linked to the Hispanic identity. From an educational standpoint, SLTV further improves the academic performance of top achievers while decreasing the occurrence of disciplinary issues among Hispanic students; instances in which this is violated are instances that one would expect to arise from a stronger sense of identity being reinforced.

Undergirding these findings is the consistent notion that identity is strengthened from the presence of television, and though we cannot ever perfectly confirm that this is the case, we believe the cumulative weight of the results is suggestive. However, this would be a prime area for future work to be done: we think that a more precise and direct effect on identity from the media (for both Hispanics and other minorities), would be of value—especially if one could show its relative influence and power over time.

Political consequences? Not a monolith, what about subgroups? How do these interact with other dimensions along which the achievement gap has been observed, such as socioeconomic status or gender?

More broadly speaking, we think that looking at the spillover effects of identity for both those within the in-group and those in the out-group would be of interest (how are Hispanic people who don't watch SLTV be affected by peers who do? How do white people, or other minorities react?). Finally, it may also be interesting to examine the role that media as a whole plays on identity, and whether Spanish Language Television serves as a complement or substitute with other forms of media.

References

- Akerlof, George A, and Rachel E Kranton. 2000. "Economics and identity." *The quarterly journal of economics*, 115(3): 715–753.
- Aksoy, Tevfik, and Charles R Link. 2000. "A panel analysis of student mathematics achievement in the US in the 1990s: does increasing the amount of time in learning activities affect math achievement?" *Economics of education review*, 19(3): 261–277.
- Alesina, Alberto, Paola Giuliano, and Nathan Nunn. 2013. "On the origins of gender roles: Women and the plough." *The quarterly journal of economics*, 128(2): 469–530.
- American Community Survey Sample Size and Data Quality. 2020a. "American Community Survey Sample Size and Data Quality." United States Census Bureau.
- AP Data – Archived Data 2015. 2015b. "AP Data – Archived Data 2015." College Board.
- Appel, Markus, and Nicole Kronberger. 2012. "Stereotypes and the achievement gap: Stereotype threat prior to test taking." *Educational Psychology Review*, 24(4): 609–635.
- AP Score Distributions. 2020b. "AP Score Distributions." College Board.
- Arcia, Emily. 2006. "Achievement and Enrollment Status of Suspended Students: Outcomes in a Large, Multicultural School District." *Education and Urban Society*, 38(3): 359–369.
- Atkin, David, Eve Colson-Sihra, and Moses Shayo. 2019. "How Do We Choose Our Identity? A Revealed Preference Approach Using Food Consumption." National Bureau of Economic Research w25693, Cambridge, MA.
- Bazzi, Samuel, Arya Gaduh, Alexander Rothenberg, and Maisy Wong. 2019. "Unity in Diversity? How Intergroup Contact Can Foster Nation Building." National Bureau of Economic Research w25683, Cambridge, MA.
- Benjamin, Daniel, James Choi, and A. Joshua Strickland. 2007. "Social Identity and Preferences." National Bureau of Economic Research w13309, Cambridge, MA.
- Benjamin, Daniel, James Choi, and Geoffrey Fisher. 2010. "Religious Identity and Economic Behavior." National Bureau of Economic Research w15925, Cambridge, MA.
- Bisin, Alberto, Eleonora Patacchini, Thierry Verdier, and Yves Zenou. 2010. "Bend It Like Beckham: Ethnic Identity and Integration." National Bureau of Economic Research w16465, Cambridge, MA.
- Bursztyn, Leonardo, Stefano Fiorin, Daniel Gottlieb, and Martin Kanz. 2019. "Moral incentives in credit card debt repayment: evidence from a field experiment." *Journal of Political Economy*, 127(4): 1641–1683.
- Casas-Arce, Pablo, and Albert Saiz. 2015. "Women and power: unpopular, unwilling, or held back?" *Journal of political Economy*, 123(3): 641–669.
- Cascio, Elizabeth U, and Ethan G Lewis. 2012. "Cracks in the Melting Pot: Immigration, School Choice, and Segregation." *American Economic Journal: Economic Policy*, 4(3): 91–117.
- Coghill, Heather, and Chris McGinnis. 2018. "Tuning In to Hispanic Audiences." effectv.
- De La Merced, Michael, and David Gelles. 2014. "AT&T to Buy DirecTV for \$48.5 Billion in Move to Expand Clout." *The New York Times*.
- DellaVigna, S., and E. Kaplan. 2007. "The Fox News Effect: Media Bias and Voting." *The Quarterly Journal of Economics*, 122(3): 1187–1234.
- DellaVigna, Stefano, and Eliana La Ferrara. 2015. "Economic and Social Impacts of the Media." In *Handbook of Media Economics*. Vol. 1, 723–768. Elsevier.
- Elementary and Secondary Education Act Title IX - General Provisions. 2004. "Elementary and Secondary Education Act Title IX - General Provisions." U.S. Department of Education.
- Ensuring English Learner Students Can Participate Meaningfully and Equally in Educational Programs. 2015c. "Ensuring English Learner Students Can Participate Meaningfully and Equally in Educational Programs." U.S. Department of Justice, Civil Rights Division and U.S. Department of Education, Office for Civil Rights.

- Fairlie, Robert W.** 2012. "Academic achievement, technology and race: Experimental evidence." *Economics of Education Review*, 31(5): 663–679.
- FCC.** 2016. "Hispanic Television Study." *Office of Strategic Planning and Policy Analysis and Industry Analysis Division, Media Bureau.*
- Ferrara, Eliana La, Alberto Chong, and Suzanne Duryea.** 2012. "Soap Operas and Fertility: Evidence from Brazil." *American Economic Journal: Applied Economics*, 4(4): 1–31.
- Gaddy, Gary D.** 1986. "Television's impact on high school achievement." *Public opinion quarterly*, 50(3): 340–359.
- Gentile, D. A.** 2004. "Well-Child Visits in the Video Age: Pediatricians and the American Academy of Pediatrics' Guidelines for Children's Media Use." *PEDIATRICS*, 114(5): 1235–1241.
- Gentzkow, Matthew A, and Jesse M Shapiro.** 2004. "Media, Education and Anti-Americanism in the Muslim World." *Journal of Economic Perspectives*, 18(3): 117–133.
- Gentzkow, Matthew, and Jesse M. Shapiro.** 2008. "Preschool Television Viewing and Adolescent Test Scores: Historical Evidence from the Coleman Study." *Quarterly Journal of Economics*, 123(1): 279–323.
- Gortmaker, Steven L, Charles A Salter, Deborah K Walker, and William H Dietz Jr.** 1990. "The impact of television viewing on mental aptitude and achievement: A longitudinal study." *Public opinion quarterly*, 54(4): 594–604.
- Grembi, Veronica, Tommaso Nannicini, and Ugo Troiano.** 2016. "Do fiscal rules matter?" *American Economic Journal: Applied Economics*, 1–30.
- High School Benchmarks – 2015.** 2015a. "High School Benchmarks – 2015." National Student Clearinghouse Research Center.
- Hornik, Robert.** 1981. "Out-of-school television and schooling: Hypotheses and methods." *Review of Educational Research*, 51(2): 193–214.
- Huang, Fali, and Myoung-Jae Lee.** 2010. "Dynamic treatment effect analysis of TV effects on child cognitive development." *Journal of Applied Econometrics*, 25(3): 392–419.
- Hu, Bi Ying, Gregory Kirk Johnson, Timothy Teo, and Zhongling Wu.** 2020. "Relationship between screen time and Chinese children's cognitive and social development." *Journal of Research in Childhood Education*, 34(2): 183–207.
- Jensen, Robert, and Emily Oster.** 2009. "The Power of TV: Cable Television and Women's Status in India *." *Quarterly Journal of Economics*, 124(3): 1057–1094.
- Kearney, Melissa S., and Phillip B. Levine.** 2015. "Media Influences on Social Outcomes: The Impact of MTV's *16 and Pregnant* on Teen Childbearing." *American Economic Review*, 105(12): 3597–3632.
- Keith, Timothy Z, Thomas M Reimers, Paul G Fehrmann, Sheila M Pottebaum, and Linda W Aubey.** 1986. "Parental involvement, homework, and TV time: Direct and indirect effects on high school achievement." *Journal of educational psychology*, 78(5): 373.
- Kuntsche, Emmanuel, William Pickett, Mary Overpeck, Wendy Craig, William Boyce, and Margarida Gaspar de Matos.** 2006. "Television Viewing and Forms of Bullying among Adolescents from Eight Countries." *Journal of Adolescent Health*, 39(6): 908–915.
- Kureishi, Wataru, and Keiko Yoshida.** 2013. "Does viewing television affect the academic performance of children?" *Social Science Japan Journal*, 16(1): 87–105.
- Master List of 2015 - 2016 CRDC Definitions.** 2016. "Master List of 2015 - 2016 CRDC Definitions." Civil Rights Data Collection.
- Munasib, Abdul, and Samrat Bhattacharya.** 2010. "Is the 'Idiot's Box' raising idiocy? Early and middle childhood television watching and child cognitive outcome." *Economics of Education Review*, 29(5): 873–883.
- Nakamuro, Makiko, Tomohiko Inui, Wataru Senoh, and Takeshi Hiromatsu.** 2015. "Are television and video games really harmful for kids?" *Contemporary Economic Policy*, 33(1): 29–43.
- Nussbaum, A David, and Claude M Steele.** 2007. "Situational disengagement and persistence in the face of adversity." *Journal of experimental social psychology*, 43(1): 127–134.

- Oberholzer-Gee, Felix, and Joel Waldfogel.** 2009. "Media Markets and Localism: Does Local News en Espanol Boost Hispanic Voter Turnout?" *American Economic Review*, 99(5): 2120–2128.
- Olken, Benjamin A.** 2009. "Do Television and Radio Destroy Social Capital? Evidence from Indonesian Villages." *American Economic Journal: Applied Economics*, 1(4): 1–33.
- Pardo, Claudia, and Charles Dreas.** 2011. "Three Things You Thought You Knew About U.S. Hispanic's Engagement With Media...And Why You May Have Been Wrong." Nielson.
- Perry, Brea L., and Edward W. Morris.** 2014. "Suspending Progress: Collateral Consequences of Exclusionary Punishment in Public Schools." *American Sociological Review*, 79(6): 1067–1087.
- Putnam, Robert D.** 2001. *Bowling alone: the collapse and revival of American community*. . 1. touchstone ed ed., New York, NY:Simon & Schuster. OCLC: 248630671.
- Scherr, Tracey, and Jim Larson.** 2009. "Bullying dynamics associated with race, ethnicity, and immigration status." In *Handbook of bullying in schools: An international perspective*. 223–234.
- Spencer, Steven J, Christine Logel, and Paul G Davies.** 2016. "Stereotype threat." *Annual review of psychology*, 67: 415–437.
- Speroni, Cecilia.** 2011. "Determinants of Students' Success: The Role of Advanced Placement and Dual Enrollment Programs." National Center for Postsecondary Research.
- Tienda, Marta.** 2009. "Hispanicity and Educational Inequality: Risks, Opportunities and the Nation's Future."
- Trujillo, Matthew D., and Elizabeth Levy Paluck.** 2012. "The Devil Knows Best: Experimental Effects of a Televised Soap Opera on Latino Attitudes Toward Government and Support for the 2010 U.S. Census: Television Effects on Census Support." *Analyses of Social Issues and Public Policy*, 12(1): 113–132.
- Velez, Yamil Ricardo, and Benjamin J. Newman.** 2019. "Tuning In, Not Turning Out: Evaluating the Impact of Ethnic Television on Political Participation." *American Journal of Political Science*, 63(4): 808–823.
- Winn, Marie.** 2002. *The plug-in drug: television, computers, and family life*. . 25th anniversary ed., completely rev. and updated ed., New York:Penguin Books.
- Wolf, Kerrin C., and Aaron Kupchik.** 2017. "School Suspensions and Adverse Experiences in Adulthood." *Justice Quarterly*, 34(3): 407–430.
- Yanagizawa-Drott, David.** 2014. "Propaganda and Conflict: Evidence from the Rwandan Genocide*." *The Quarterly Journal of Economics*, 129(4): 1947–1994.
- Zavodny, Madeline.** 2006. "Does watching television rot your mind? Estimates of the effect on test scores." *Economics of Education Review*, 25(5): 565–573.

Figures and Tables

Figure 1: Coverage map for TV station WUVC-DT



Figure 2: Map of coverage contours of Spanish Language TV stations and public schools in the US

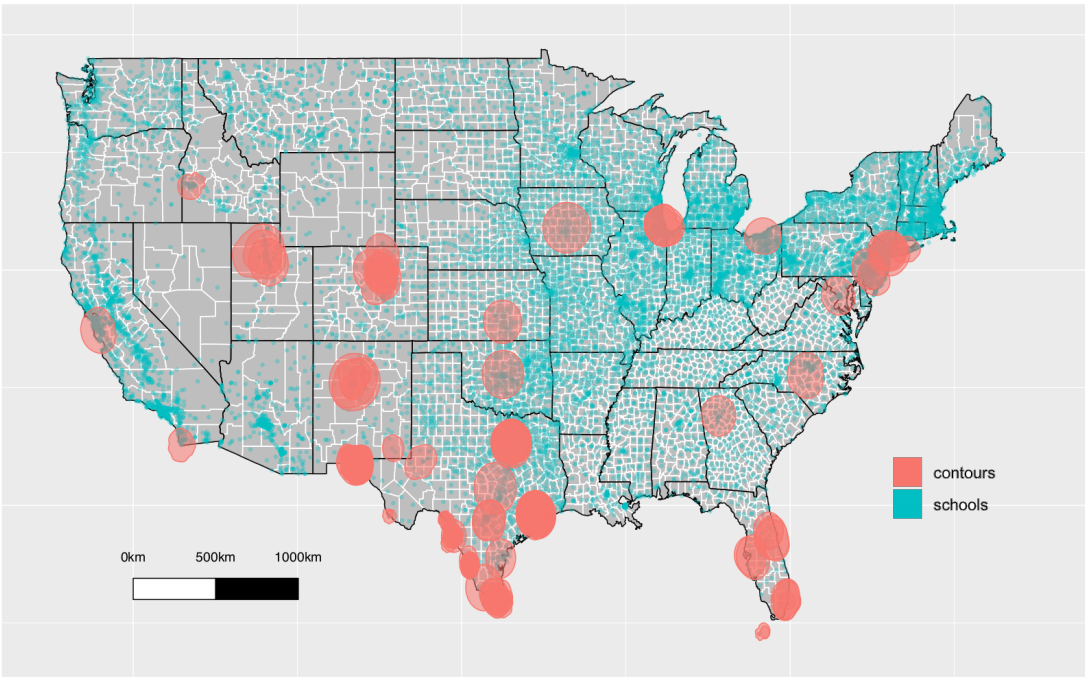
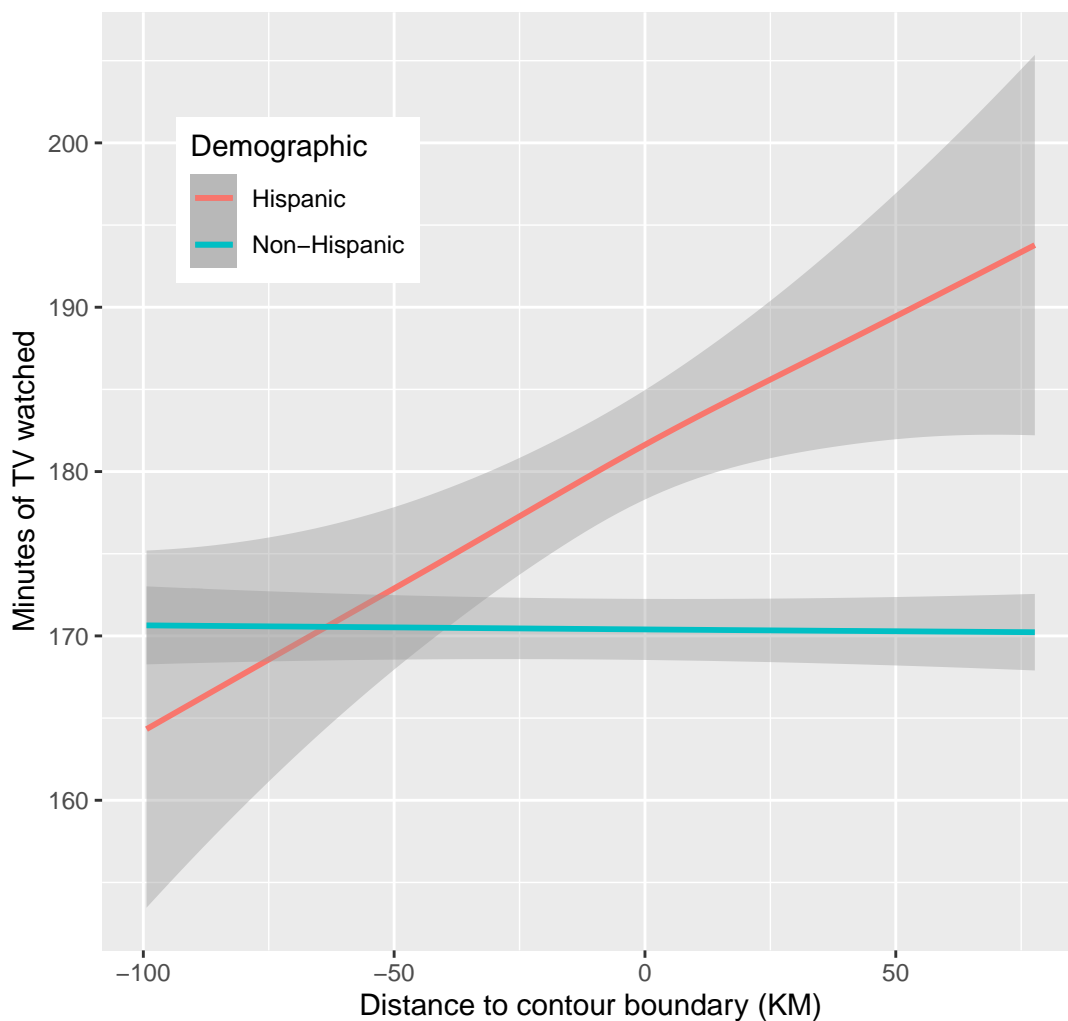


Figure 3: Minutes of TV watched across the coverage contour



Lowess smoothed minutes of television watched by distance to SLTV coverage contour boundary. Negative values indicate individuals outside of a contour (no SLTV). Minutes of TV watched are residualized by individual level age, age², sex, and county level controls for log(income), log(population) and percent Hispanic.

Table 1: Summary statistics

	<i>All</i>	<i>No SLTV</i>	<i>SLTV</i>
	(1)	(2)	(3)
Panel A: American Time Use Survey			
Hispanics	0.251 (0.434)	0.254 (0.432)	0.248 (0.436)
Minutes of TV watched	170.846 (177.361)	172.140 (177.897)	169.649 (176.858)
TV watched with children	19.061 (63.577)	19.139 (63.481)	18.990 (63.666)
TV watched with parents	1.644 (14.243)	1.773 (14.721)	1.526 (13.785)
Observations	68,373	32,844	35,529
Panel B: Schools, Civil Rights Data Collection			
IHS(SAT/ACTs taken)	1.719 (1.926)	1.233 (1.515)	2.006 (2.079)
IHS(calculus taken)	1.907 (1.717)	1.197 (1.373)	1.760 (2.333)
IHS(APs passed)	4.081 (0.951)	3.564 (0.706)	4.174 (0.960)
IHS(limited English proficiency)	2.061 (1.943)	1.503 (1.660)	2.349 (2.015)
IHS(harassment based on ethnicity or race)	0.032 (0.229)	0.016 (0.163)	0.041 (0.257)
Log income	9.547 (0.303)	9.430 (0.200)	9.608 (0.328)
Log population	12.484 (1.576)	11.559 (1.471)	12.964 (1.405)
Fraction county Hispanic	0.107 (0.160)	0.037 (0.079)	0.143 (0.179)
# School teachers	39.591 (30.764)	32.684 (24.090)	43.169 (33.146)
# Hispanic students	164.343 (259.096)	68.500 (117.433)	214.011 (295.883)
# Total students	581.524 (482.595)	478.166 (383.924)	635.086 (518.467)
Observations	83,004	22,504	60,500
Panel C: Schools, archive.org TV transcripts			
% programs on identity	-	-	0.108 (0.017)
% programs on education	-	-	0.150 (0.028)
% programs with role models	-	-	0.005 (0.008)
Observations	-	-	60,500
Panel D: Establishments, Safegraph foot traffic			
Restaurants — IHS(visitors)	2.673 (2.273)	2.183 (2.291)	3.685 (3.685)
Restaurants — Hispanic dummy	0.116 (0.321)	- -	- -
Observations	203,236	101,806	101,806
Recreation — IHS(visitors)	2.642 (2.259)	1.943 (2.106)	3.341 (2.190)
Recreation — Hispanic dummy	0.107 (0.103)	- -	- -
Observations	70,096	35,048	35,048

Notes: The table presents means (and standard deviations). Column 1 shows data for all observations. Columns 2 and 3 show data for the subsample without and with Spanish Language TV (SLTV) coverage, respectively. All panels only keep observations within 100 KM of the SLTV coverage contour boundary. Data in Panel A are at the individual level from the American Time Use Survey. Data in Panel B are at the school level from the Civil Rights Data Collection. Data in Panel C are at the school level from the archive.org TV transcript database—columns 1 and 2 are omitted because transcript data only applies where there is television. Data in Panel D are at the establishment level from the Safegraph traffic data—columns 2 and 3 are omitted for the location dummy because although visitor home location is used to instrument for the presence of TV, the location of the establishment is not.

Table 2: Effect of TV contour regulation on TV watched by ethnicity

	<i>Minutes of TV watched</i>			
	(1)	(2)	(3)	(4)
Panel A: Total TV watched				
TV dummy \times Hispanic	10.822** (4.508)	9.050** (4.494)	11.060** (4.566)	10.362** (4.534)
TV dummy	-1.341 (3.532)	-0.1722 (3.188)	0.9478 (2.901)	2.039 (2.809)
Panel B: TV watched with children				
TV dummy \times Hispanic	3.171** (1.490)	2.857* (1.517)	3.211** (1.479)	3.172** (1.490)
TV dummy	-0.0081 (0.7991)	0.2059 (0.6820)	0.4106 (0.7167)	0.4703 (0.7135)
Indiv. demographic	Yes	Yes	Yes	Yes
County log(income)	Yes	Yes	Yes	Yes
County % Hispanic	No	Yes	Yes	Yes
County log(pop.)	No	No	Yes	Yes
Foreign born \times Hispanic	No	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the individual level, only keeping those living in a county within 100 KM of a Spanish language TV contour boundary. The dependent variable in Panel A is the total number of minutes of TV watched and in Panel B the number of minutes of TV watched with children. TV dummy is an indicator variable for a person living in a county with access to Spanish language television based on the FCC regulation OET Bulletin 69, which is interacted with an indicator for whether the individual is Hispanic. Columns 1-4 include demographic controls for sex, age, and age squared, as well as the mean log(income) of the county. Columns 2-4 control for the percentage of the county that is Hispanic. Columns 3-4 control for the county's log(population). Column 4 controls for whether the individual is foreign born interacted with a Hispanic dummy. Standard errors are clustered at the county level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table 3: Effect of Spanish language TV on Hispanic vs. Asian academic achievement

	(1)	(2)	(3)
Panel A: IHS(SAT/ACTs taken)			
TV dummy \times Hispanic	0.1598*** (0.0264)	0.1598*** (0.0264)	0.1598*** (0.0264)
N	21,610	21,610	21,610
Panel B: IHS(calculus taken)			
TV dummy \times Hispanic	0.2718*** (0.0369)	0.2718*** (0.0369)	0.2718*** (0.0369)
N	11,460	11,460	11,460
Panel C: IHS(APs passed)			
TV dummy \times Hispanic	0.0964*** (0.0346)	0.0966*** (0.0353)	0.0972*** (0.0360)
N	3,757	3,757	3,757
School district FE	Yes	Yes	Yes
# Hispanic, Asian students	Yes	Yes	Yes
School size controls	No	Yes	Yes
School type controls	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the school-ethnicity level, only keeping schools within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of the number of students taking the SAT or ACT in Panel A, the number of students enrolled in calculus in Panel B, and the number of Advanced Placement tests passed in Panel C. TV dummy is an indicator variable for a school with access to Spanish language television, which is interacted with an indicator for whether the demographic is Hispanic (the omitted group are Asians). Columns 1-3 control for the number of Hispanic and Asian students enrolled. Columns 2-3 control for the number of teachers and total number of students at the school. Column 3 controls for indicators denoting whether the school contains a primary, middle, and high school division. School district fixed effects are always included. Standard errors are clustered at the school district level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table 4: Effect of Spanish language TV on Hispanic vs. Asian identity outcomes

	(1)	(2)	(3)
Panel A: IHS(limited English proficiency)			
TV dummy \times Hispanic	0.3042*** (0.0379)	0.3042*** (0.0379)	0.3042*** (0.0379)
N	83,004	83,004	83,004
Panel B: IHS(bullied based on ethnicity or race)			
TV dummy \times Hispanic	0.0015* (0.0009)	0.0015* (0.0009)	0.0015* (0.0009)
N	52,068	52,068	52,068
School district FE	Yes	Yes	Yes
# Hispanic, Asian students	Yes	Yes	Yes
School size controls	No	Yes	Yes
School type controls	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the school-ethnicity level, only keeping schools within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of students classified as having limited English proficiency in Panel A and the number of students bullied on the basis of their ethnicity or race in Panel B. TV dummy is an indicator variable for a school with access to Spanish language television, which is interacted with an indicator for whether the demographic is Hispanic (the omitted group are Asians). Columns 1-3 control for the number of Hispanic and Asian students enrolled. Columns 2-3 control for the number of teachers and total number of students at the school. Column 3 controls for indicators denoting whether the school contains a primary, middle, and high school division. School district fixed effects are always included. Standard errors are clustered at the school district level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table 5: Differential effect of Spanish language TV by program content on Hispanic vs. Asian academic achievement

	(1)	(2)	(3)
Panel A: IHS(SAT/ACTs taken)			
TV \times Hispanic \times % programs on identity	2.313** (0.943)		
TV \times Hispanic \times % programs on education		-0.516 (0.626)	
TV \times Hispanic \times % programs with role models			-2.085 (2.151)
N	21,610	21,610	21,610
Panel B: IHS(calculus taken)			
TV \times Hispanic \times % programs on identity	2.788*** (1.034)		
TV \times Hispanic \times % programs on education		0.829 (0.666)	
TV \times Hispanic \times % programs with role models			1.616 (2.463)
N	7,112	7,112	7,112
Panel C: IHS(APs passed)			
TV \times Hispanic \times % programs on identity	1.721 (1.280)		
TV \times Hispanic \times % programs on education		0.903 (0.922)	
TV \times Hispanic \times % programs with role models			-1.184 (2.989)
N	3,168	3,168	3,168
School district FE	Yes	Yes	Yes
# Hispanic, Asian students	Yes	Yes	Yes
School size controls	No	Yes	Yes
School type controls	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the school-ethnicity level, only keeping schools within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of the number of students taking the SAT or ACT in Panel A, the number of students enrolled in calculus in Panel B, and the number of Advanced Placement tests passed in Panel C. % programs on identity, education, and role models are coded based on TV channel network transcripts. TV dummy is an indicator variable for a school with access to Spanish language television, which is interacted with an indicator for whether the demographic is Hispanic (the omitted group are Asians). Columns 1-3 control for the number of Hispanic and Asian students enrolled. Columns 2-3 control for the number of teachers and total number of students at the school. Column 3 controls for indicators denoting whether the school contains a primary, middle, and high school division. School district fixed effects are always included. Standard errors are clustered at the school district level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table 6: Effect of Spanish language TV on Hispanic foot traffic

	<i>IHS(visitors to location)</i>			
	(1)	(2)	(3)	(4)
Panel A.1: Restaurants — Hispanic dummy				
TV \times Hispanic \times Hispanic food	0.872*** (0.057)	0.872*** (0.057)	0.872*** (0.057)	0.872*** (0.056)
Panel A.2: Restaurants — Korean dummy				
TV \times Hispanic \times Korean food	0.233 (0.225)	0.233 (0.225)	0.233 (0.225)	0.233 (0.223)
Panel A.3: Restaurants — Greek dummy				
Hispanic \times TV \times Greek food	-0.305 (0.215)	-0.305 (0.214)	-0.305 (0.214)	-0.305 (0.211)
Panel A.4: Restaurants — Brazilian dummy				
TV \times Hispanic \times Brazilian food	0.058 (0.525)	0.058 (0.530)	0.058 (0.530)	0.058 (0.526)
N	203,236	203,236	203,236	203,236
Panel B.1: Recreation — Hispanic dummy				
TV \times Hispanic \times Hispanic brand	0.569* (0.303)	0.569* (0.304)	0.569* (0.304)	0.569* (0.302)
Panel B.2: Recreation — Korean dummy				
TV \times Hispanic \times Korean brand	0.190 (1.020)	0.190 (0.989)	0.190 (0.977)	0.190 (0.804)
Panel B.3: Recreation — Greek dummy				
Hispanic \times TV \times Greek brand	-0.286 (4.317)	-0.286 (4.460)	-0.286 (4.397)	-0.286 (3.905)
Panel B.4: Recreation — Brazilian dummy				
TV \times Hispanic \times Brazilian brand	0.328 (0.598)	0.328 (0.598)	0.328 (0.599)	0.328 (0.610)
N	69,980	69,980	69,980	69,980
County log(income)	Yes	Yes	Yes	Yes
County % Hispanic	No	Yes	Yes	Yes
County log(pop.)	No	No	Yes	Yes
County FE	No	No	No	Yes
NAICS code FE	No	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the establishment-visitor identity level, where a visitor identity is one of 4 categories (Hispanic or not \times TV or not), only keeping locations within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of visitors to a given location from the ethnicity group. Panel A restricts the universe of locations to food service establishments, while Panel B restricts to arts, entertainment, and recreation establishments. TV dummy is an indicator variable for visitors to the location with home access to Spanish language television based on the FCC regulation OET Bulletin 69, which is interacted with an indicator for whether the visitor group is Hispanic (the omitted group are non-Hispanics). Panels A.1 and B.1 interact these variables with an indicator for Hispanic establishments, Panels A.2 and B.2 interact these variables with an indicator for Korean establishments, Panels A.3 and B.3 interact these variables with an indicator for Greek establishments, and Panels A.4 and B.4 interact these variables with an indicator for Brazilian establishments. Columns 1-4 include controls for the mean log(income) of the county. Columns 2-4 control for the percentage of the county that is Hispanic. Columns 3-4 control for the county's log(population). Column 4 adds fixed effects for the county and NAICS code. Standard errors are robust. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

ONLINE APPENDIX

Appendix A Auxiliary data sources

In addition to the primary data sources described in Section 2, we also use a number of auxiliary data sources for the empirical analysis.

Migration data Data on migration comes from the 2011-2015 American Community Survey (ACS), which reports the number of people moving from each origin county to destination county (aggregated over the four years).¹ This sample also contains migration flows by Hispanic origin, allowing us to determine whether they move based on geographic boundaries.

The migration data from the ACS is provided at the origin county-destination county level. Given the relative size of a county, to define whether a county is inside a coverage contour or not, we further impose that at least 95% of the area that the county encompasses must be inside of the coverage contour.²

American Time Use (ATUS)

Civil Rights Data Collection (CRDC) The outcome data from the CRDC can be split into two categories:

- **Academic Achievements:** We focus on two outcomes that track the effect of television on the top end of the academic distribution of students: the number of Advanced Placement (AP) classes students enrol in and pass, as well as the number of students placed into gifted programs, and one outcome on the bottom: the number of students with Limited English Proficiency (LEP).

The AP program is administered by the College Board, and defines a standardized college-level curriculum that is taught to high school students in AP Classes. In conjunction with AP Classes, AP Exams are national examinations which are designed to test mastery of material taught in AP classes. These exams are scored on a scale ranging from 1 to 5, with scores below a 3 marked as a failed exam. Even among the students who select into these classes (22% in 2015³), a substantial number of students who take these exams fail them - approximately 35% (College Board (2020*b*)).

Gifted and talented programs are “programs during regular school hours that provide special educational opportunities including accelerated promotion through grades and classes and an enriched curriculum for students who are endowed with a high degree of mental ability or who demonstrate unusual physical coordination, creativity, interest, or talent.” (CRDC (2016)) These programs, while not mandatory, are common across school districts, and vary in their implementation.

¹Historically, approximately 15% of the ACS migration data has been allocated, or imputed based on salient characteristics (United States Census Bureau (2020*a*)).

²Results are robust to different area cut-offs for a county to be considered inside the coverage contour.

³Data computed from number of high school graduates in 2015 (National Student Clearinghouse Research Center, (2015*a*)), and number of seniors who sat an AP exam in 2015. This is how the College Board currently tracks national AP participation (no comparable summary statistic was released in 2015) (College Board, (2015*b*))

LEP students (also called English Learner students) are students that, as a result of their limited command over the English language, have difficulty participating in regular school activities.⁴ 9% of all public school students are considered LEP, and while students are placed into the program is at the discretion of individual school districts, all districts must provide language assistance services and have staff qualified to implement the LEP programs.⁵

- **Disciplinary Issues:** Three forms of academic discipline are considered as outcome variables: the number of out of school suspensions, the number of absences, and the amount of harassment and bullying on the basis of race/ethnicity experienced by students.

Out of school suspensions are instances “in which a child is temporarily removed from his/her regular school for at least half a day (but less than the remainder of the school year) for disciplinary purposes to another setting (e.g., home, behavior center).” (CRDC, (2016)) We consider only students without disabilities, and note that depending on school policy, educational services may still be provided during this time.⁶

A chronically absent student is one “who is absent 15 or more school days during the school year. A student is absent if he or she is not physically on school grounds and is not participating in instruction or instruction-related activities at an approved off-grounds location for at least half the school day.” (CRDC, (2016)) Each day for which a student is absent for 50 percent or more of the school day is counted. Absences are counted regardless of whether they are excused or not, and so include absences due to illness, needing to care for a family member, or simple truancy.

Harassment or bullying on the basis of race, color, or national origin “refers to intimidation or abusive behavior toward a student based on actual or perceived race, color, or national origin. Harassing conduct may take many forms, including verbal acts and name-calling, as well as non-verbal behavior, such as graphic and written statements, or conduct that is physically threatening, harmful or humiliating. The conduct can be carried out by school employees, other students, and non-employee third parties. Bullying on the basis of race, color, or national origin constitutes racial harassment.” (CRDC, (2016)) Though there are other categories of bullying and harassment reported (and other types of infractions and disciplinary measures taken), these are less directly relevant to the question at hand.

Notably, all the outcome information described above is also provided for Hispanic subpopulations — hence, the outcome of interest is generally the number of Hispanic students passing AP tests, or being bullied on the basis of their ethnicity, etc. These variables are all reported at the school level. dummies for whether the school contains a primary school, middle school, and high school.

Controls at the county level are sourced from IPUMS and consist of basic relevant demographic information: population, income, percent of county that is Hispanic etc. County level data is

⁴The specific definition of a LEP student depends on individual state regulation, but must also satisfy the criteria outlined under Title IX of the Elementary and Secondary Education Act (US Department of Education, (2004)). The most salient features of Title IX are that students must either not speak English as a native language or come from an environment where non-English languages are dominant, and also face substantial difficulty in engaging with others on the basis of their English ability.

⁵Department of Justice and Department of Education, (2015c) contains a full enumeration of the responsibilities school districts have. It further includes requirements such as ensuring equal access to various school programs etc.

⁶Students with disabilities served under IDEA face substantially different suspension policy.

mapped to its relevant location using census data as well.

Finally, data attached to specific outcomes are discussed under their relevant section.

archive.org transcript data Appendix Table A.9 Panel A contains the list of word stubs for Hispanic countries. Panel B contains a list of common words relating to education. Panel C contains a list of telenovelas with good role models that aired before 2015.

Geocoding Geocoding by ArcGIS is successful over 99.9% of the time. Schools not successfully geocoded are dropped from the sample.

Distance for counties are computed by minimum distances

Appendix B Additional figures and tables

Table A.1: Influence of Spanish Language Television on Migration Between Counties - Origin Sample

Panel A: Origin County Inside Contour	IHS(# Hispanic Migrants)		
	(1)	(2)	(3)
Dummy: Destination Outside TV Contour	-0.387*** (0.048)	-0.286*** (0.044)	-0.280*** (0.044)
TV Dummy \times Distance to Origin	-0.003** (0.001)	-0.004*** (0.001)	-0.004*** (0.001)
TV Dummy \times Distance to Destination	0.001 (0.001)	-0.002* (0.001)	-0.002 (0.001)
Distance from Contour to Origin (KM)	0.001 (0.002)	0.003* (0.002)	0.003 (0.002)
Distance from Contour to Destination (KM)	-0.001 (0.001)	0.002 (0.001)	0.002 (0.001)
Origin Log(Population)	0.146*** (0.020)	0.161*** (0.017)	0.150*** (0.021)
Destination Log(Population)	0.150*** (0.014)	0.136*** (0.013)	0.125*** (0.016)
Origin % Hispanic		0.792*** (0.103)	0.881*** (0.141)
Destination % Hispanic		1.485*** (0.122)	1.573*** (0.141)
Origin Log(Income)			0.093 (0.094)
Destination Log(Income)			0.090 (0.078)
Observations	8,479	8,479	8,479
Panel B: Origin County Outside Contour			
Dummy: Destination Inside TV Contour	-0.078 (0.108)	-0.123 (0.096)	-0.120 (0.096)
TV Dummy \times Distance to Origin	-0.003* (0.002)	-0.004*** (0.001)	-0.004*** (0.001)
TV Dummy \times Distance to Destination	-0.004*** (0.001)	-0.002 (0.001)	-0.002 (0.001)
Distance from Contour to Origin (KM)	-0.0003 (0.001)	0.001 (0.001)	0.001 (0.001)
Distance from Contour to Destination (KM)	-0.001*** (0.0002)	-0.001*** (0.0003)	-0.001*** (0.0003)
Origin Log(Population)	0.164*** (0.017)	0.131*** (0.021)	0.094*** (0.026)
Destination Log(Population)	0.150*** (0.023)	0.128*** (0.020)	0.125*** (0.021)
Origin % Hispanic		1.328*** (0.295)	1.611*** (0.329)
Destination % Hispanic		1.485*** (0.293)	1.481*** (0.318)
Origin Log(Income)			0.407** (0.193)
Destination Log(Income)			0.003 (0.087)
Observations	4,062	4,062	4,062
Origin F.E.	Yes	Yes	Yes

Notes: The table presents coefficient estimates from regressions at the county-county level, only keeping origin counties within 100 KM of a contour boundary. The dependent variables are inverse hyperbolic sine transformed counts of Hispanic migrants from the origin county to the destination county. The key dependent variable of interest is the TV Dummy, which tracks whether the destination county is inside or outside the TV contour. This is interacted with the distance to the boundary for both the origin and destination county. County controls include log income, log population, and percentage county Hispanic for both origin and destination county. All regressions also contain origin county fixed effects. Standard errors are given in parentheses. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.2: Influence of Spanish Language Television on Migration Between Counties - Destination Sample

Panel A: Destination County Inside Contour	IHS(# Hispanic Migrants)		
	(1)	(2)	(3)
Dummy: Origin Outside TV Contour	-0.410*** (0.088)	-0.356*** (0.082)	-0.349*** (0.081)
TV Dummy \times Distance to Destination	-0.007*** (0.003)	-0.008*** (0.003)	-0.008*** (0.003)
TV Dummy \times Distance to Origin	-0.002 (0.002)	-0.004** (0.002)	-0.004* (0.002)
Distance from Contor to Destination (KM)	0.002 (0.002)	0.004** (0.002)	0.004** (0.002)
Distance from Contour to Origin (KM)	0.001 (0.002)	0.004 (0.002)	0.003 (0.002)
Destination Log(Population)	0.179*** (0.019)	0.181*** (0.016)	0.175*** (0.019)
Origin Log(Population)	0.115*** (0.018)	0.117*** (0.017)	0.102*** (0.020)
Destination % Hispanic		1.384*** (0.183)	1.428*** (0.205)
Origin % Hispanic		0.813*** (0.182)	0.949*** (0.203)
Destination Log(Income)			0.041 (0.099)
Origin Log(Income)			0.138 (0.109)
Observations	4,338	4,338	4,338
Panel B: Origin County Outside Contour			
Dummy: Origin Inside TV Contour	-0.140 (0.152)	-0.194 (0.144)	-0.193 (0.144)
TV Dummy \times Distance to Destination	-0.004* (0.002)	-0.007*** (0.002)	-0.007*** (0.002)
TV Dummy \times Distance to Origin	-0.007** (0.003)	-0.004 (0.003)	-0.004 (0.003)
Distance from Contor to Destination (KM)	-0.0003 (0.002)	0.002 (0.001)	0.002 (0.001)
Distance from Contour to Origin (KM)	-0.001*** (0.0004)	-0.002*** (0.0004)	-0.002*** (0.0004)
Destination Log(Population)	0.253*** (0.041)	0.169*** (0.023)	0.153*** (0.030)
Origin Log(Population)	0.182*** (0.035)	0.181*** (0.030)	0.181*** (0.034)
Destination % Hispanic		2.324*** (0.389)	2.471*** (0.411)
Origin % Hispanic		1.276** (0.602)	1.253** (0.584)
Destination Log(Income)			0.181 (0.196)
Origin Log(Income)			-0.015 (0.192)
Observations	1,659	1,659	1,659
Destination F.E.	Yes	Yes	Yes

Notes: The table presents coefficient estimates from regressions at the county-county level, only keeping destination counties within 100 KM of a contour boundary. The dependent variables are inverse hyperbolic sine transformed counts of Hispanic migrants from the origin county to the destination county. The key dependent variable of interest is the TV Dummy, which tracks whether the destination county is inside or outside the TV contour. This is interacted with the distance to the boundary for both the origin and destination county. County controls include log income, log population, and percentage county Hispanic for both origin and destination county. All regressions also contain destination county fixed effects. Standard errors are given in parentheses. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.3: Effect of TV contour regulation on TV watched by ethnicity — parents and foreign born residents

	<i>Minutes of TV watched</i>			
	(1)	(2)	(3)	(4)
Panel A: TV watched with parents				
TV dummy \times Hispanic	0.481*	0.507**	0.523**	0.522**
	(0.251)	(0.239)	(0.231)	(0.230)
TV dummy	-0.318**	-0.336**	-0.327**	-0.328**
	(0.144)	(0.140)	(0.138)	(0.139)
N	91,315	91,315	91,315	91,315
Panel B: TV watched by foreign born residents				
TV dummy \times Hispanic	12.248*	11.822*	11.268	
	(6.955)	(6.957)	(6.989)	
TV dummy	0.910	0.950	2.695	
	(4.581)	(4.581)	(4.743)	
N	8,929	8,929	8,929	
Indiv. demographic	Yes	Yes	Yes	Yes
County log(pop)	Yes	Yes	Yes	Yes
County % Hispanic	No	Yes	Yes	Yes
County log(income)	No	No	Yes	Yes
Foreign born \times Hispanic	No	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the individual level. Panel A uses the number of minutes of TV watched with parents as the outcome, while Panel B uses the total number of minutes of TTV watched and restricts the sample to those who were born in a foreign country. TV dummy is an indicator variable for a person living in a county with access to Spanish language television based on the FCC regulation OET Bulletin 69, which is interacted with an indicator for whether the individual is Hispanic. Columns 1-4 include individual demographic controls for sex, age, and age squared, as well as the mean log(income) of the county. Columns 2-4 control for the percentage of the county that is Hispanic. Columns 3-4 control for the county's log(population). Column 4 controls for whether the individual is foreign born interacted with a Hispanic dummy. Standard errors are clustered at the county level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.4: Effect of Spanish language TV on Hispanic vs. Asian academic achievement

	(1)	(2)	(3)
Panel A: IHS(gifted students)			
TV dummy \times Hispanic	0.2389*** (0.0284)	0.2389*** (0.0284)	0.2389*** (0.0284)
N	52,130	52,130	52,130
Panel B: IHS(advanced math courses)			
TV dummy \times Hispanic	0.2501*** (0.0362)	0.2501*** (0.0362)	0.2501*** (0.0362)
N	14,354	14,354	14,354
Panel C: IHS(biology courses)			
TV dummy \times Hispanic	0.2596*** (0.0272)	0.2596*** (0.0272)	0.2596*** (0.0272)
N	19,008	19,008	19,008
Panel D: IHS(physics courses)			
TV dummy \times Hispanic	0.3114*** (0.0345)	0.3114*** (0.0345)	0.3114*** (0.0345)
N	13,952	13,952	13,952
Panel E: IHS(chemistry courses)			
TV dummy \times Hispanic	0.2896*** (0.0273)	0.2896*** (0.0273)	0.2896*** (0.0273)
N	16,472	16,472	16,472
School district FE	Yes	Yes	Yes
# Hispanic, Asian students	Yes	Yes	Yes
School size controls	No	Yes	Yes
School type controls	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the school-ethnicity level, only keeping schools within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of the number of gifted students in Panel A, the number of students enrolled in an advanced math course in Panel B, the number of students enrolled in a biology course in Panel C, the number of students enrolled in a physics course in Panel D, and the number of students enrolled in a chemistry course in Panel E. TTV dummy is an indicator variable for a school with access to Spanish language television, which is interacted with an indicator for whether the demographic is Hispanic (the omitted group are Asians). Columns 1-3 control for the number of Hispanic and Asian students enrolled. Columns 2-3 control for the number of teachers and total number of students at the school. Column 3 controls for indicators denoting whether the school contains a primary, middle, and high school division. School district fixed effects are always included. Standard errors are clustered at the state level. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.5: Effect of Spanish language TV on Hispanic academic achievement

	(1)	(2)	(3)
Panel A: IHS(Hispanic SAT/ACTs taken)			
TV dummy	0.036*** (0.013)	0.038*** (0.012)	0.034*** (0.012)
N	21,610	21,610	21,610
Panel B: IHS(Hispanic calculus taken)			
TV dummy	0.068*** (0.012)	0.076*** (0.012)	0.075*** (0.011)
N	11,460	11,460	11,460
Panel C: IHS(Hispanic APs passed)			
TV dummy	0.038*** (0.009)	0.048*** (0.009)	0.047*** (0.009)
N	3,757	3,757	3,757
County controls	Yes	Yes	Yes
School size controls	No	Yes	Yes
School type controls	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the school, only keeping schools within 100 KM of a Spanish language TV contour boundary. The dependent variable are inverse hyperbolic sine transformed counts of the number of Hispanic students taking the SAT or ACT in Panel A, the number of Hispanic students enrolled in calculus in Panel B, and the number of Advanced Placement tests passed by Hispanic students in Panel C. TV dummy is an indicator variable for a school with access to Spanish language television. Table 3 Columns 1-3 include county level controls for log(income), log(population), and percentage of the county that is Hispanic, as well as school level controls for the number of Hispanic and Asian students enrolled. Columns 2-3 control for the number of teachers and total number of students at the school. Column 3 controls for indicators denoting whether the school contains a primary, middle, and high school division. School district fixed effects are always included. Standard errors are robust. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.6: Effect of TV contour regulation on time spent on child's education by ethnicity

	<i>Minutes spent on child's education</i>			
	(1)	(2)	(3)	(4)
Panel A: Total TV watched				
TV dummy \times Hispanic	0.060 (0.334)	0.105 (0.340)	0.178 (0.330)	0.179 (0.328)
TV dummy	0.194 (0.205)	0.164 (0.208)	0.205 (0.224)	0.202 (0.225)
Indiv. demographic	Yes	Yes	Yes	Yes
County log(income)	Yes	Yes	Yes	Yes
County % Hispanic	No	Yes	Yes	Yes
County log(pop.)	No	No	Yes	Yes
Foreign born \times Hispanic	No	No	No	Yes

Notes: The table presents coefficient estimates from regressions at the individual level, only keeping those living in a county within 100 KM of a Spanish language TV contour boundary. The dependent variable is the number of minutes spent on household children's education (e.g. helping with homework or talking with teachers). TV dummy is an indicator variable for a person living in a county with access to Spanish language television based on the FCC regulation OET Bulletin 69, which is interacted with an indicator for whether the individual is Hispanic. Columns 1-4 include demographic controls for sex, age, and age squared, as well as the mean log(income) of the county. Columns 2-4 control for the percentage of the county that is Hispanic. Columns 3-4 control for the county's log(population). Column 4 controls for whether the individual is foreign born interacted with a Hispanic dummy. Standard errors are robust. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.7: Robustness of Influence of Spanish Language Television on Hispanic Students Passing the AP

	<i>IHS(# Hispanic Students Passing AP)</i>					
	(1)	(2)	(3)	(4)	(5)	(6)
TV Dummy	0.039*** (0.013)	0.049*** (0.017)	0.044*** (0.016)	0.044*** (0.017)	0.036*** (0.013)	0.032* (0.018)
TV Dummy \times Distance to Boundary	0.0003 (0.0002)	0.0001 (0.001)	0.001 (0.001)	0.001* (0.0004)	0.0001 (0.0004)	0.001 (0.001)
Distance to Boundary (meters)	0.001 (0.001)	0.012*** (0.003)	0.006*** (0.002)	0.006*** (0.002)	0.003** (0.002)	0.001 (0.004)
# Hispanic Students	0.001*** (0.00004)	0.001*** (0.00004)	0.001*** (0.00005)	0.001*** (0.0002)	0.001*** (0.00004)	0.001*** (0.0001)
Total APs Passed					0.003*** (0.0001)	
Observations	2,205	2,205	1,525	1,525	1,525	1,095
County/School Controls	Yes	Yes	Yes	Yes	Yes	Yes
Distance Cutoff (KM)	100	100	50	50	50	33 $\frac{1}{3}$
Distance ² Interaction	No	Yes	No	No	No	No
County F.E.	No	No	No	Yes	No	No

Notes: The table presents coefficient estimates from regressions at the school level. The dependent variable is the inverse hyperbolic sine transformed counts of Hispanic students who have passed an AP exam. The key independent variable of interest is the TV Dummy, which tracks whether the school is within a coverage contour boundary for a Spanish language television station. This is interacted with the distance to the boundary. County and school controls include log income, log population, percentage county Hispanic for the county which the school is located in, and the number of teachers, total number of students at the school, and dummies for whether the school contains a primary, middle, and high school division. Various distance cut-offs to the boundary are presented, as well as the TV dummy interacted with the square of the distance. All regressions also control for the number of Hispanic students enrolled at the school. Standard errors are given in parentheses. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.8: Spatial Robustness of Influence of Spanish Language Television on Hispanic Victims of Ethnicity-Based Harassment

	<i>IHS(# Hispanic Victims of Harassment)</i>		
	(1)	(2)	(3)
TV Dummy	0.003** (0.001)	0.002*** (0.001)	0.003* (0.002)
TV Dummy \times Distance to Boundary	-0.0001** (0.00002)	-0.0001*** (0.00001)	-0.0001** (0.00003)
Observations	40,811	40,811	40,811
Log Likelihood		-4,304.916	-4,299.820
σ^2		0.072	0.072
Akaike Inf. Crit.		8,629.833	8,619.640
Wald Test (df = 1)		686.149***	686.981***
LR Test (df = 1)		657.312***	667.505***
County/School Controls	Yes	Yes	Yes
Model	OLS	SAR Lag	SAR Error

Notes: The table presents coefficient estimates from regressions at the school level, only keeping schools within 100 KM of a contour boundary. The dependent variable is the inverse hyperbolic sine transformed counts of Hispanic students who are bullied or harassed on the basis of their ethnicity. The key dependent variable of interest is the TV Dummy, which tracks whether the school is within a coverage contour boundary for a Spanish language television station. This is interacted with the distance to the boundary. County and school controls include log income, log population, percentage county Hispanic for the county which the school is located in, and the number of Hispanic students in the school. Additionally controlling for number of teachers, total number of students at the school, and dummies for whether the school contains a primary, middle, and high school division yields similar coefficients, although standard errors cannot be estimated due to computational limitations. The SAR Lag model is a spatial autoregressive lag model and the SAR Error model is a spatial autoregressive error model, both with weight matrices based on 4 nearest neighbours. Standard errors are given in parentheses. *, **, and *** denote statistical significance at the 10%, 5%, and 1% levels, respectively.

Table A.9: TV transcript keywords

<i>Panel A: Hispanic references</i>	mexic, bolivia, chile, argentin, venezuela, beliz, costa rica, salvador, guatemala hondur, nicaragua, panama, colombia, ecuador, guyana, paragua, peru urugu, cuba, dominican, puerto, latin
<i>Panel B: Education references</i>	educación , enseñanza, colegio, escuela, universidad, estudio, estudiar, estudiante alumna, alumno, profesora, profesor, maestro, maestra, clase, rango, grado aprender, mates, matematicas
<i>Panel C: Role model references</i>	Vivan los niños, Alegrijes y dibujos, Aventuras en El tiempo, amigos por siempre Misión S.O.S., Carrusel y El abuelo y Yo, El Juego de la Vida, De pocas pulgas luz Clarita, Serafín, 31 minutos, Bizbirije, Odisea Burbujas, El Tesoro del Saber Topo Gigio, Once Niñas y Niños

Notes: Television transcripts are classified as containing a reference name if any keyword (or program title in Panel C) in the panel is exactly matched within the word, ignoring case. Panel A contains the list of word stubs for Hispanic countries. Panel B contains a list of common words relating to education. Panel C contains a list of telenovelas with good role models for children that aired before 2015.