



AMERICA AMPLIFIED: How we reached Latino/a/e/x communities

Training description:

Public media organizations want to reach the growing Latinx-o-a demographic. In this webinar you'll hear how 3 different news organizations successfully innovated to reach them, in very different ways. At KQED in San Francisco, leadership has set forth an ambitious Latino/a audience strategy that includes internal DEI reporting, source diversity tracking, new broadcast content, digital assets and in-person experiences. In Indiana, Que Pasa Midwest has been successful in finding an audience of midwestern Latinos - and won a national Murrow in the process. And in Arizona, a digital publication is using WhatsApp to meet their communities' information needs. Join [Ernesto Aguilar](#), director of radio programming at KQED, founder of Conecta Arizona [Maritza Felix](#), and Bilingual podcast producer [Paola Marizán](#) to talk about Latino/a audience interests, how to reach them, where they listen, and how to build relationships with the nation's fastest-growing population.

[Paola Marizán's presentation](#)

[Ernesto Aguilar's presentation](#)

Maritza Felix's presentation (Coming soon!)

Introduction of the [bilingual podcast](#)

QPM was born from the need for more stories about Latinos living in the Midwest. Episodes are 8-15 minutes long and cover topics ranging from immigration, covid, politics, social injustice, music, mental health, and culture - always human-centered.

What we did beforehand

- ❖ Established why this was important to us and the organization. Make sure you and your team are all on the same page with why this is happening and why you think this will work in favor of the community and the station.
- ❖ We understood by trial and error that there had to be an assessment of our community before creating any content. We had to learn about what the community needed instead of creating content we thought they needed. After assessing the Latino/a/e/x community we quickly realized they were interested in getting more relatable stories that covered timely events, as opposed to a feel-good evergreen story.
- ❖ After we assessed, we set realistic goals for our production schedule, team tasks, and events, for example.



- ❖ We wanted to challenge our audience by not translating anything in our stories and sticking to a “Spanglish” narrative. We discovered that our flow between both languages is appreciated by both English-only and Spanish-only speakers.
- ❖ We wanted to challenge our newsroom but also bring everyone on board to create a strong support system within the organization. Keep the organization posted on what you’re doing so they can help bring in donors and listeners. [Especially tell your development and grants departments.](#)
- ❖ Something we did often was brace for impact and pivot. We learned early on that with a new project like this one and no “blueprint” it was going to be a lot of trial and error and we would have to learn from every experience.

What we learned from our audience, the “Billennials”

- ❖ Millennial Latino/a/e/x audience interests: News, stories about specific cultures like [Mexican Pulque](#) known in Mexico as the ‘drink of the Gods’ or [Caribbean Identity](#) a story from the West Indies about Reggae and religion. They appreciate the content in both languages and prefer to hear younger voices in stories. So stories that have a personal experience, music, and visual components.
- ❖ We also learned that explainer stories were popular among our target audience. Stories like [‘How the Election and the Census Mix’](#) for season 4.
- ❖ how to build relationships with the nation’s fastest-growing population: By creating timely content on timely platforms. [Share on social media](#) but also host Twitter spaces and Club House conversations. ¿QPM? Did a lot of listening sessions that resulted in more support and a growing audience. (*quickly explain a listening session*) We not only [host listening sessions](#) but we gave our audience the chance to host [their own QPM? listening parties](#) and [created a form](#) for them to tell us about what [was happening in their Midwestern city](#).

Things we produced from our data and lessons

- ❖ We shared our favorite bilingual songs on Spotify through [Bilingual Playlists](#).
- ❖ Created by our bilingual intern, the [Shareable animated story shorts](#) were popular among our audience. See [Another one](#).
- ❖ A [Bilingual newsletter](#) sent twice a month with our latest episode, a song from the playlist, some behind the scenes, polls, etc.
- ❖ [‘Get-to-know-us’ graphics about the podcast](#) for new audience members.
- ❖ [Callouts to Midwestern Latino/a/e/x musicians](#) for our third season. This is also a way to bring more diverse voices to your stories and do some source diversity tracking.



- ❖ [Spaces for suggestions](#), tips, comments, notes from the community. Make sure you follow through with the kind of impact your content has or hasn't. Another way to hear what your audience is talking about.
- ❖ ['Tip Tuesday'](#) for other podcasters. Take advantage of the tools already in place. There are a lot of useful hashtags that can help spread the word about your content.
- ❖ Did [Unboxing content](#) for social media. See [Another](#) unboxing.
- ❖ Released [Short social media videos](#) and [Also clip previews](#).
- ❖ Made [Explainer graphics](#).
- ❖ Had a [Launch party](#).
- ❖ [Hired interns](#) that understood our target audience.

¿Qué Pasa, Midwest? Today

- ❖ New elevator pitch and about the recent project pivot to a bilingual network and not just a podcast.
 - **¿Qué Pasa, Midwest?** is an established provider of authentic, community-focused bilingual content reporting stories of Latinx living in the Midwest. They are expanding to the Whatsapp platform to source topics from the Latinx community and distribute the resulting reporting via a monthly bilingual newsletter.
 - **Mission statement:** ¿Qué Pasa, Midwest? is scaling their successful distributed bilingual reporting model developed for the ¿Qué Pasa, Midwest? podcast to create a larger media network that will include culturally competent news and feature stories, distributed free of charge to media outlets nationwide.