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takeaways from NHPR's Spanish outreach efforts

New Hampshire Public Radio launched a daily WhatsApp newscast. Its success so far is due to creating a meaningful community relationship. Here's how it happened.

1. Build ties with coverage.

Reporter Daniela Allee had been covering Spanish-speaking communities for 2 years and cultivated relationships during that time. She is now part of the team producing the WhatsApp newscast.

2. Meet communities where they are to build trust.

Daniela visited Latino bakeries, churches and attended sporting events, such as the 2018 World Cup watch parties, to listen to community concerns and be more familiar to them.

3. Find like-minded partners with similar goals.

NHPR is part of the Granite State News Collaborative, which is interested in providing better community news to Spanish speakers. The network helps coordinate regular meetings with Spanish-speaking community leaders.

4. Put yourself in the role of the audience.

Does the story serve a need in this community? Can it help them make decisions? NHPR writer/producer Maria Aguirre curates the content for the WhatsApp newscast with an eye for usefulness and relevance.

5. Identify the relevant platform.

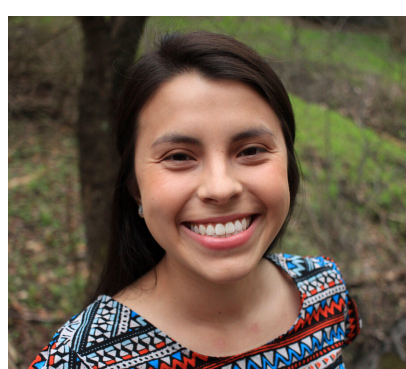
Instead of assuming a community will listen to your station if you air stories, find where they are already connecting and sharing information. Daniela was already using WhatsApp and knew several community members who did, too. So NHPR created a newscast on that platform.

6. Partner with community leaders to get feedback.

NHPR worked with its community advisory group to workshop their explainer page about how to subscribe to WhatsApp. They used the community's input to make it better.

7. Set simple metrics as goals.

If you're trying to reach a specific community, start with existing data. NHPR knew from the Census that 40,000 Latinos live in New Hampshire. They set a subscriber goal of a percentage of the number of Latinos in their coverage area



Daniela Allee



Maria Aguirre

This guide was put together by the America Amplified team from a webinar led by Daniela Allee and Maria Aguirre of NHPR.

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To watch the webinar, visit www.americaamplified.org/guides.

