

# Understanding and effectively reaching the Latino community

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The Latino community often is misunderstood, especially when we try to convey a specific message; thus our intentions get lost, clouded by stereotypes and misperceptions about the largest ethnic group in the state of California. This session will help the participant understand Latinos better and will provide in a very interactive way the tools to create a successful, cross-generational message. Co-presenters are expected to include important members of the Latino media in California, who will offer tips on working with the news media to reach your audiences most effectively.

**Speaker :**

*Ricardo Vela NOS Program Manager, Strategic Communications*

**Panelists:**

*Lilia O'Hara, Editor Hoy San Diego / San Diego Union-Tribune*

*Lourdes Sandoval – News Director Univision San Diego / Palm Springs / El Centro, Noticias Ya, - Azteca America / Entravision Communications Group*

*Alejandro Maciel – Editor LA Times / Spanish Edition*

**Strategic Plan Goal #15: Tell ANR's Story**

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# Understanding the Latino Community

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Presentation by Ricardo Vela  
News & Information Outreach in Spanish

# Latino? Chicano? Hispanic?

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**Hispanic** refers to the region, not the race, and uses the term to describe any person, regardless of race, creed, or color, whose origins are of Mexican, Puerto Rican, Cuban, Central or South American, or of some other Hispanic origin.

**Latino** refers to countries (or cultures) that were once under Roman rule. This includes Italy, France, Spain, etc. Brazilians are considered to be Latino but are not considered to be Hispanic.

The word '**Chicano**' has been deemed unacceptable and may be considered derogatory by some individuals.

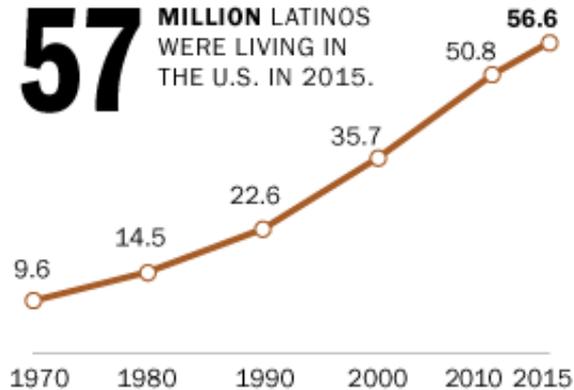
# Who? Where? How Many?

The U.S. Hispanic population reached 57 million in 2015.

More than half (55%) of the U.S. Hispanic population resides in three states: California, Texas, and Florida.

Eight states have a Hispanic population of over one million: California, Texas, Florida, New York, Illinois, Arizona, New Jersey, and Colorado

## U.S. Hispanic population





How well do you know Latinos?



# Misconceptions about Latinos

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- Latinos are one homogenous group.
- All Latinos are Catholics.
- Latino families are large.



- Latino immigrants uneducated, poor and untrained.
  - Latinos send all their money to their country and spend very little in the States.
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# All Latinos are not the same!

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Latino immigrants originating from Latin America are descended from European, Native American and Black African groups as well as Asian and other mixes.

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# Not all Latinos are Catholics

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Nearly one-in-four Latino adults (24%) are now *former* Catholics, according to a major, nationwide survey of more than 5,000 Latinos by the Pew Research Center.

Source: Pew Research Center



Today, California (19 percent), Texas (15 percent), New York (12 percent), New Jersey (11 percent) and Florida (7 percent) boast the highest populations of Latino Muslims, with the majority identifying as Mexican (31 percent) or Puerto Rican (22 percent).

Source: Journal of Race, Ethnicity, and Religion – Latino Muslims in the United States

# Why Latino families seem to be large?

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Hispanics do not distinguish between 'nuclear' and 'extended' family.



# Latinos are not uneducated and poor?

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Many Latino workers are talented builders, mechanics and tradesmen.

# Latinos send some money home

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It is true that many immigrants will send some of their earnings home to their country of origin to help support those left behind.

The U.S. Latino population was estimated to reach \$1.5 trillion in buying power in 2015, a 50% increase from 2010.

# Cultural Differences

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- Degree of intimacy
- Recognizing the presence of others
- Social harmony
- Personal space
- Respect for authority

# Cultural Differences

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## Degree of Intimacy:

Latinos are friendlier and more open emotionally than the average American.

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# Cultural Differences

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## Recognizing the presence of others:

Latinos really expect and appreciate that you give them the time of day, that eye contact is made and that the conversation which takes place is genuine and not part of a memorized script that is delivered with a fake smile.



# Cultural Differences

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## Social Harmony:

Latinos have more difficulty separating a particular issue from the personal relationship they have with the person with whom they are speaking



# Cultural Differences

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## Personal space:

In social situations personal contact is extremely common for Latinos. Some people joke that there is no concept of personal space for Latinos.



# Cultural Differences

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## Respect for authority:

Hispanics tend to have respect and admiration for authority figures.



# Latinos in California

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# Latinos in California

California has the nation's largest Hispanic population, with about 14.4 million Hispanics.



California's Hispanic population alone accounts for more than one-fourth (28%) of U.S. Hispanics.

Source: Pew Research Center

# Latinos in California

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MEDIAN AGE OF HISPANICS  
**28**

# Latinos in California

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52% of all K-12 students  
**are Latinos**

Source: Pew Research Center

# Latinos in California

- 2015 Latinos become majority in CA
- Increased influence every day



Latinos in California have a strong power among State Legislators - 23% in the Assembly and 13% in the Senate.

Source: Pew Research Center

# Latinos in California

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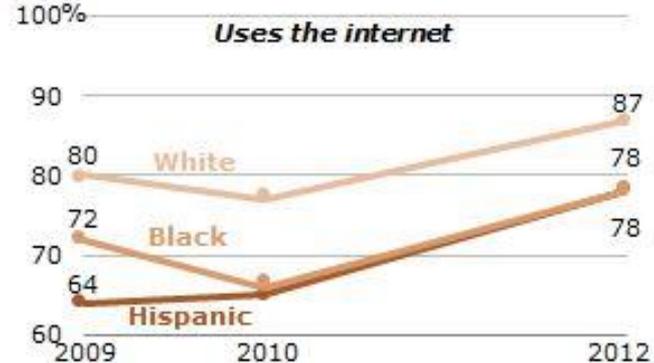
## Social Media and Latinos

Latinos own smartphones, go online from a mobile device and use social networking sites at similar and sometimes higher rates than do other groups of Americans.

### Internet Use and Cellphone Ownership Trends, 2009-2012

(% saying they use the internet or send or receive email at least occasionally)

Internet use is on the rise among all racial and ethnic groups ...



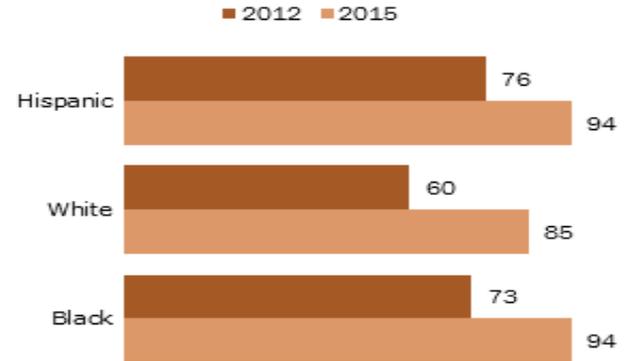
Source: Pew Research Center

## Social Media and Latinos

1. Modernize Social Media Presence
2. More visual, shorter presentations
3. Engage the audience
4. Multi-platform engagement (Radio, Print and TV)

### Mobile internet use on the rise among internet users

*% of internet/email users saying they access the internet on a cellphone, tablet or other mobile device, at least occasionally*



Note: Blacks and whites include only non-Hispanics. Hispanics are of any race.

Source: National Survey of Latinos, conducted Oct. 21-Nov. 30, 2015, and Pew Research Center surveys conducted Oct. 13-Nov. 15, 2015, and May 9-June 3, 2012. "Digital Divide Narrows for Latinos as More Spanish Speakers and Immigrants Go Online"

PEW RESEARCH CENTER

## Social Media and Latinos

Fully 84% of Latino internet users ages 18 to 29 say they use social networking sites such as Facebook and Twitter, the highest rate among Latinos.

Source: Pew Research Center



## Social Media and Latinos

Some 54% of Latinos who use social media are U.S. born. By contrast, foreign-born Latinos make up the majority (57%) of Latino internet users who do not use social media.

Source: Pew Research Center



## Social Media and Latinos

Just 27% of Hispanic internet users ages 65 and older say they use social networking sites.

Source: Pew Research Center



# News & Information Outreach in Spanish

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***We know the Latino  
community!***

***Let “NOS” help you extend  
your reach!***



# News & Information, Outreach in Spanish

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*NOS is a state-wide unit from Strategic Communications and we serve all UC ANR programs.*

*Our primary goal is to assist you in effectively reaching Latino audiences throughout California.*

- *Help promote your program to the Latino community by working with you to create a media and social media campaign.*
- *Pitch story ideas to Spanish language media outlets – print, radio, and television.*
- *Keep you informed with trends and changes in demographics.*

## **Other Services:**

- *customized trainings*
- *translation/adaptation services*
- *voice overs in Spanish*

# Media Campaigns

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**San Diego Saves Week  
Media Campaign**



# TV Coverage

*89% of Spanish-speaking Californians are reached by Spanish-language media affiliates in radio, print and television.*

*\*Source: Pew Research Institute.*



4-H TV campaign and story coverage

# Workshops

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We can offer you and your advisors, volunteers and experts an array of customized workshops from Understanding the Latino Community, and Latino trends to how to promote your program using your local media, or how to shoot video with your iPhone.



# Understanding Latinos

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# Current Social Climate

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*During the last 12 months we have seen how the stigmatization of the Hispanic community in the United States has become the bread and butter of everyday life.*

Yamily Habib  
Al Día Newspaper



- 49% of Latinos said their situation had worsened from last year
- Fear – among low income families
- Hispennials – optimists about future
- UC ANR moment of trust

Source: Pew Research Center

# Did you know?

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- *52% of all Californians are Latinos.*
- *6 in 10 California millennials are Latinos.*
- *8 in 10 Latinos use social media.*
- *73% of Latinos get their news from Facebook.*

*Source: Pew Research institute*