OUR HOUR
A Gathering for BIPOC in Public Media
This space is for **us**.
Today’s Speakers

Edmundo Resendez
KRWG Director of Development

Ernesto Aguilar
KQED Director of Radio Programming
Our Hour

La Diversidad of Latino/a – Latine – Latinx Audiences

Ernesto Aguilar, KQED, and Edmundo Resendez, KWRG Public Media
Demographics and history
Demographics and history of interest

More than half (52%) of US population growth from 2010–2019 came from Latinos

Nearly six-in-ten are millennials or younger

When addressing the issue of the future Latino/a/e/x media use, one must acknowledge that individuals who can be identified as Latino/a/e/x fall into a variety of groups, including:

- Recent arrivals
- First generation
- Second generation
- Assimilated

With recent arrivals, traditional media leads in terms of media usage; first generation use a mix of traditional and digital media; second generation’s mix is primarily digital with traditional second; and the assimilated group relies on digital with traditional as an afterthought.
How Latinos consume noncommercial media
Key KQED Latino/a/e/x audience findings

Latinos look for relatable media content, but are not satisfied with what they find.

Latinos are seeking intellectually stimulating, educational, inspiring content that shows a positive image in their own voices.

Latinos want more high-quality content that includes them and acknowledges the richness of different cultures.

Younger bilingual/English dominant Latinos and parents are interested in connecting with their roots.

Local news helps everyday life planning; news from other countries gives perspective and makes countries of origin visible.
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<tr>
<th>Topic</th>
<th>7 (Very Much So)</th>
<th>6</th>
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<th>1 (Not At All)</th>
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<tbody>
<tr>
<td>Family-Friendly Programming (n=260)</td>
<td>37%</td>
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<td>Travel and Culture (n=305)</td>
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<td>Community Support (n=259)</td>
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<td>Educational Programming and Engaging Forums for Teenagers (n=226)</td>
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<td>Science and Medicine (n=317)</td>
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<td>Entertainment (n=309)</td>
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<td>Historical, Cultural and Social Contributions of Latinos to U.S. Culture (n=269)</td>
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<td>Health and Well-Being (n=323)</td>
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How Latinos consume media widely
General Population - Latin/a/e/x follows

Traditional Media Consumption (2018–2022)

<table>
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<tr>
<th>Year</th>
<th>Time Spent on Traditional Media per Day (Minutes)</th>
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<tr>
<td>2018</td>
<td>364 minutes</td>
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<tr>
<td>2019</td>
<td>344 minutes</td>
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<tr>
<td>2020</td>
<td>347 minutes</td>
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<tr>
<td>2021</td>
<td>330 minutes</td>
</tr>
<tr>
<td>2022</td>
<td>318 minutes</td>
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Source: eMarketer
Late to the Party

Representation in Public Media is important, but not necessarily the answer.

❖ What about the content?
❖ What about the consistency in content?
❖ What about the consistency in content in outreach?

Is public media late to the party?
If you build it, will they come? Sweat Equity.

What is being done to reach out to the Latino/a/e/x demographics beyond representation and content?

❖ Community outreach.
❖ We need to go beyond the “helicopter mentality” of dropping in when there is a story to be told.
❖ When there is a story to be told, we cannot forget the story once it is told.
Issue 1: Organizations
Hiring, inclusion and more
Some key issues organizations face

How to attract and retain diverse candidates.
How to build greater consensus for acting around diverse hiring.
Handling the ‘talk v. action’ dichotomy.
‘White allies’ who aren’t allies in a practical sense.
How to navigate being one of the only ones (or the only one) in your organization?
Issue 2: Audience

Content/Engagement
KQED Examples
KRWG-FM Example

Fiesta!

Emily Guerra

Monday - Friday (7P-9P)

A Bilingual Latin-American Music Program
Gracias/Preguntas
Ernesto Aguilar - eaguilar@kqed.org
Edmundo Resendez - mrmundo@nmsu.edu
Resources from Today’s Session:

KQED Latinx Stories https://www.kqed.org/latinx
KQED en Español https://www.kqed.org/kqedenespanol
KQED en Español Instagram https://www.instagram.com/kqedenespanol/
Bay Area Ofrendas https://www.kqed.org/ofrendas
KRWG Fiesta Bilingual Music Program https://www.krwg.org/show/fiesta
KRWG PUENTES https://www.krwg.org/puentes
Oigo Substack & Newsletter https://oigo.substack.com/

Additional Public Media Latino News & Programming Resources:

Fronteras Desk https://fronterasdesk.org/
Latino Public Broadcasting https://lpbp.org/
Latino USA https://www.latinousa.org/
Alt.Latino https://www.npr.org/podcasts/510305/alt-latino
Radio Ambulante https://www.npr.org/podcasts/510315/radio-ambulante