

 **UR HOUR**

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**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

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# 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.

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# 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.

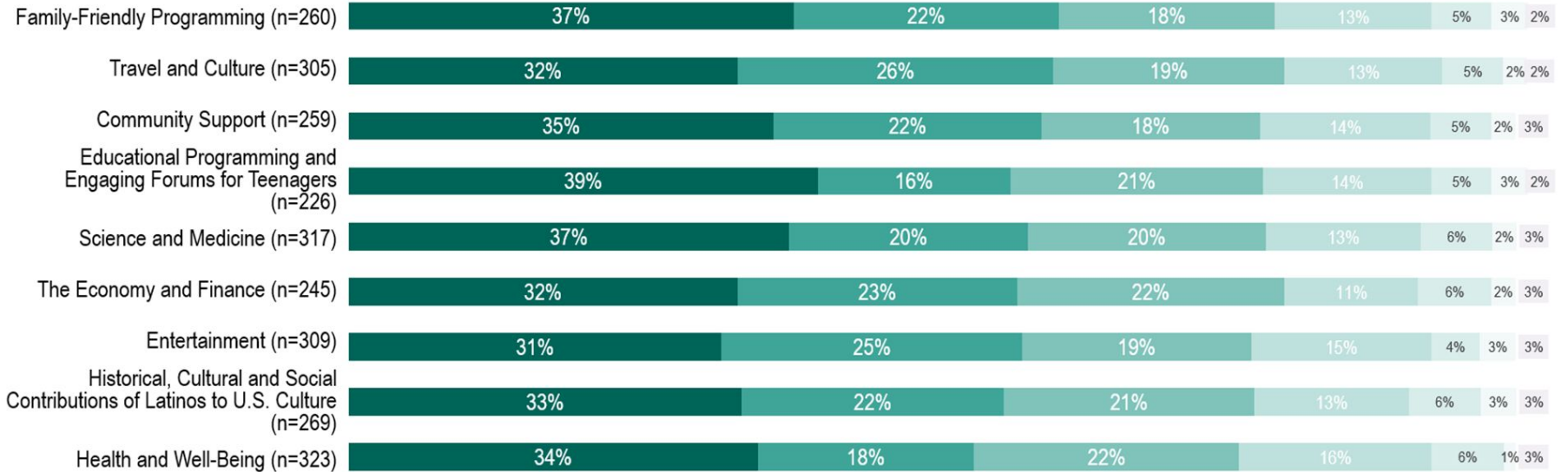
Latinos want more high-quality content that includes them and acknowledges the richness of different cultures.

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.



# Audience interests based on our research

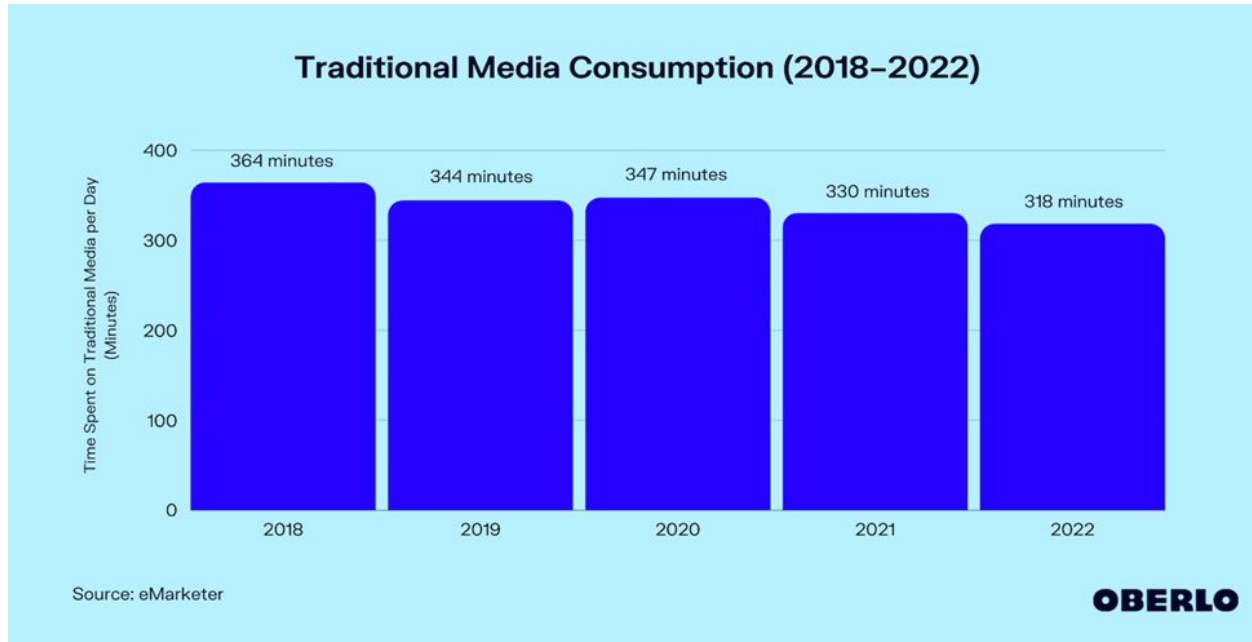


7 (Very Much So) 6 5 4 3 2 1 (Not At All)

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# How Latinos consume media widely

# General Population - Latin/a/e/x follows





# 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.

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# 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?

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# Issue 2: Audience Content/Engagement



# KQED Examples



**Diversity, Equity and Inclusion at KQED: 2022**





## KRWG-FM Example



**NM STATE**

**KRWG**  
PUBLIC MEDIA

90.7 FM KRWG.ORG

*Con (with)*  
**Emily Guerra**

Monday - Friday (7P-9P)

**A Bilingual  
Latin-American  
Music Program**

# Gracias/Preguntas

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# 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>