

## 6

## KEY STATE PROFILES: HISPANICS/LATINOS IN 50 METROPOLITAN AREAS

### State-of-the-Art Information

Latinos make up a significant portion of the population in 10 States. There are 10 more, and the District of Columbia that have a substantial number of Hispanics/Latinos in their cities.

The purpose of this section is to provide Hispanic/Latino demographics and other data that can assist child support enforcement policymakers and managers to meet child support information and service goals for Hispanics, and to address how to serve Spanish-speaking persons.

The data presented can contribute to developing a comprehensive approach to Hispanic/Latino customer service in key States and cities. They can be used to calculate the potential number of Hispanic/Latino child support cases so that plans can address current and future caseloads.

Federal and State agencies have not been required to collect ethnic data about their customers. This has created a knowledge gap about Hispanics/Latinos that these data hope to partially fill. Using these data as an information base, and partnering with local Hispanic/Latino community organizations, can assist child support enforcement managers to ascertain specific local needs and develop communications strategies.

Understanding cultural considerations, such as a preference for Hispanic/Latino media and community-based organizations as information sources, child support enforcement agencies can incorporate this

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important part of the customer base into their child support outreach and services strategies. Spanish-language communications are needed in some cities.

Usually described as a single ethnic minority, Hispanics/Latinos in the US are extremely diverse. Information about this composition is provided for each city.

### Acculturation Factors

The chart below shows levels of acculturation achieved by Hispanic/Latino residents. Studying these types of factors helps to determine whether child support communications with Hispanics/Latinos should be in Spanish or English, or both. Discussing these locally will assist to develop outreach and services strategies. According to Strategy Research Corporation, national acculturation figures are:



Figure 10

However, the level of acculturation varies by State and city.

## Language Needs

An OCSE study conducted in 1998 found that not being able to understand child support enforcement terminology or information, and not being able to communicate with CSE staff, to be the principal barriers faced by Hispanics/Latinos who need child support information or services.

Corporate America recognizes the need to target Hispanics/Latinos in their preferred language with culturally relevant messages. This is because it works. This approach is seen as a “golden opportunity” for reaching this fast-growing, younger, long-ignored market. The change is described as addressing the fact that the Hispanic/Latino customer base is growing, and that the best way to get messages out effectively is to communicate with them in their preferred language.

For Latinos, this can mean Spanish or English, and in some cases, using both languages. State and local child support agency research can provide information about which language or both that will be most beneficial for outreach and services for Hispanic/Latino customers.

Nationally, the most recent data indicates that Spanish is the language most used by Hispanics/Latinos. It is spoken in the home by more than 17 million people. Spanish-speakers represent 54 percent of all non-English speakers in the US. According to the US Census Bureau, Spanish is the language spoken the most after English, and the leading second language in 20 States. Seventy-two percent of Hispanics/Latinos speak Spanish at home—a figure that has increased 23 percent in the last six years.

In key States and cities, understanding the impact of language to communicate the scope of the child support enforcement program has bearing on the effectiveness of achieving program goals and outcomes.

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The data in the following section support the new approach to Hispanic/Latino customer service recommended in this Guide:

- ❖ To design effective child support enforcement messages and outreach strategies for Hispanics, and to use the most effective information conduits, including community-based organizations and Hispanic/Latino media.

# ARIZONA

**Total State Population:**  
**3,832,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

**El Centro-Yuma  
Phoenix  
Tucson**

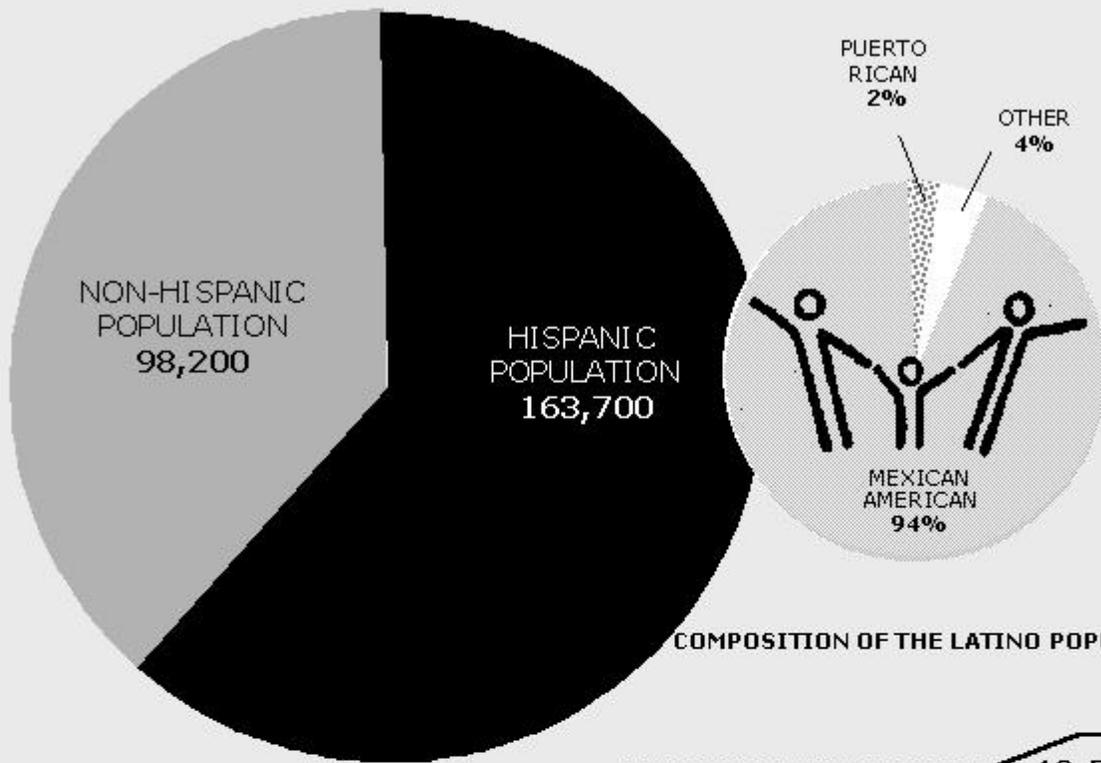
**1,137,100<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# El Centro-Yuma, ARIZONA

## Metro Area



HISPANIC HOUSEHOLDS **40,500**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KSWT	13
KVYE	7
XHBC	3

#### NEWSPAPER

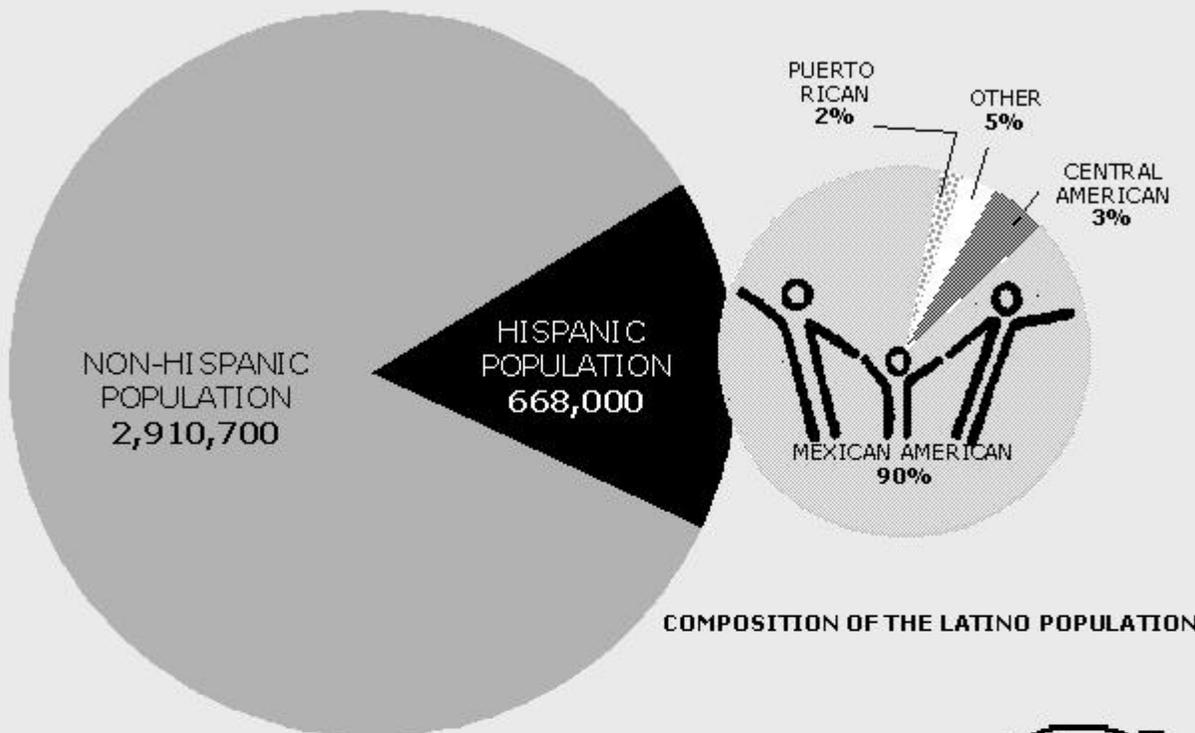
NAME	PUBLISHED
No Data Available	

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KICO	1490	KGBA	100.1
XECL	990	KMXX	99.3
XEMBC	1190	KQVO	97.7
XEWV	940	XASOL	89.9
XEYX	820	XEWV	106.7
XEZF	850		

Source: Strategy Research Corporation, 1998

# Phoenix, ARIZONA Metro Area



HISPANIC HOUSEHOLDS  185,800

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KDRX	64
KTVW	33

### NEWSPAPER

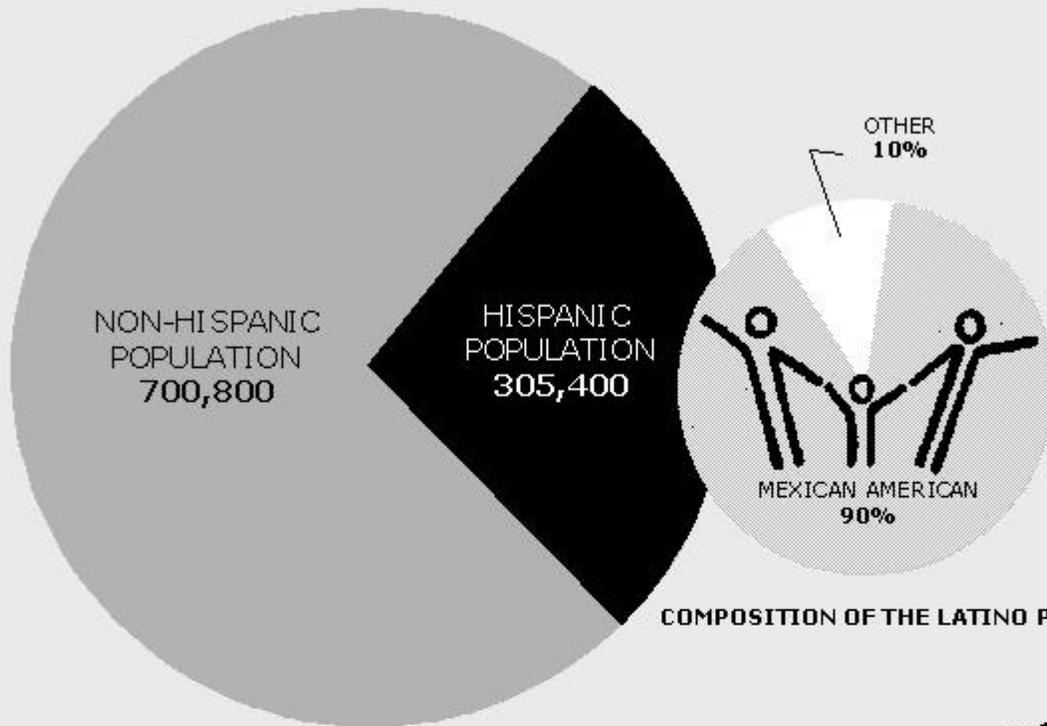
NAME	PUBLISHED
El Sol de Arizona	Weekly
<b>Bilingual</b>	
Recycler Valley Classifieds	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KJAA	1240	KVVA	107.1
KCKY	1150		
KPHX	1480		
KSUN	1400		

Source: Strategy Research Corporation, 1998

# Tucson, ARIZONA Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **88,600**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KHRR	40
KQBN	14
K52AO	52

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KAPR	930	KOHT	98.3
KDAP	1450	KZLZ	105.3
KEVT	1030		
KQTL	1210		
KTZR	1450		
KXEW	1600		

Source: Strategy Research Corporation, 1998

# CALIFORNIA

**Total State Population:**  
30,895,000<sup>1</sup>

**Total Metro Area Hispanic  
Population in:**

**Bakersfield  
Fresno  
Los Angeles  
Palm Springs  
Sacramento  
Salinas-Monterey  
San Diego  
San Francisco  
Santa Barbara-Santa Maria-  
San Luis Obispo**

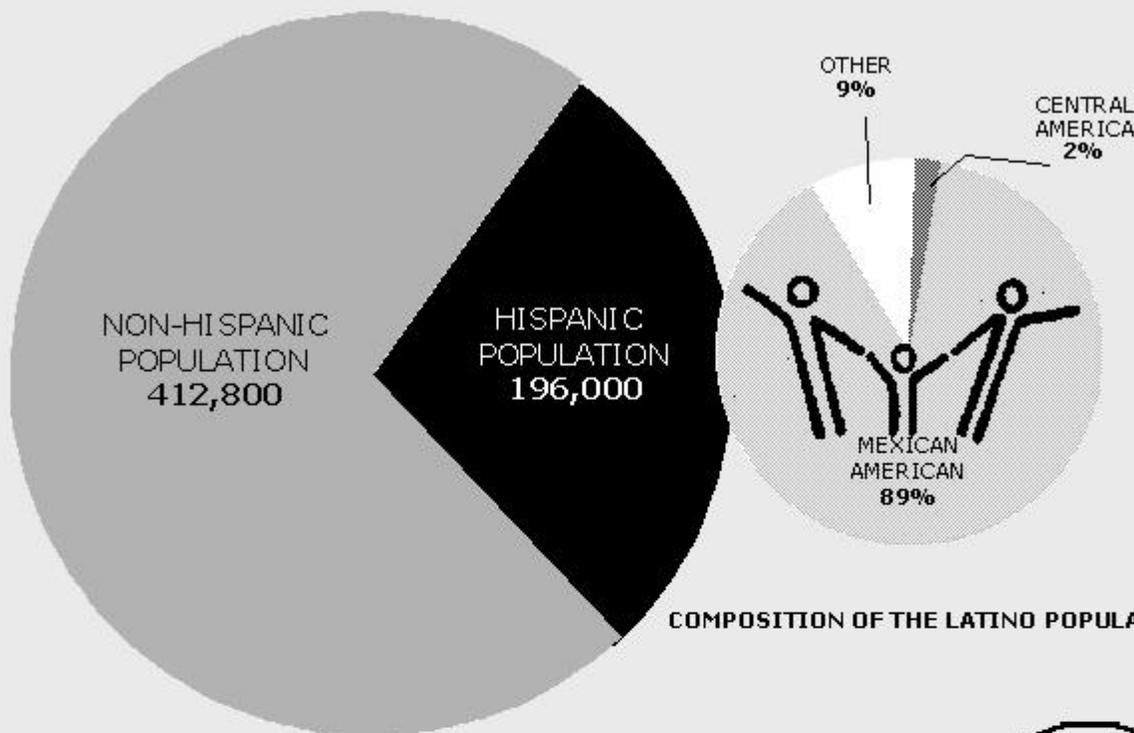
10,306,100<sup>2</sup>



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Bakersfield, CALIFORNIA

## Metro Area



HISPANIC HOUSEHOLDS

47,700

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

**STATION CHANNEL**

KABE 39

#### NEWSPAPER

**NAME PUBLISHED**

El Popular Weekly

#### Bilingual

El Mexicalo Weekly

Tu Casa News Magazine Bi-Weekly

#### RADIO

**STATION DIAL POSITION STATION DIAL POSITION**

#### AM

KAFY 970 KIWI 92.1

KCHJ 1010 KSUV 102.9

KERI 1180 KMYX 103.9

KMYX 1310 KRME 97.7

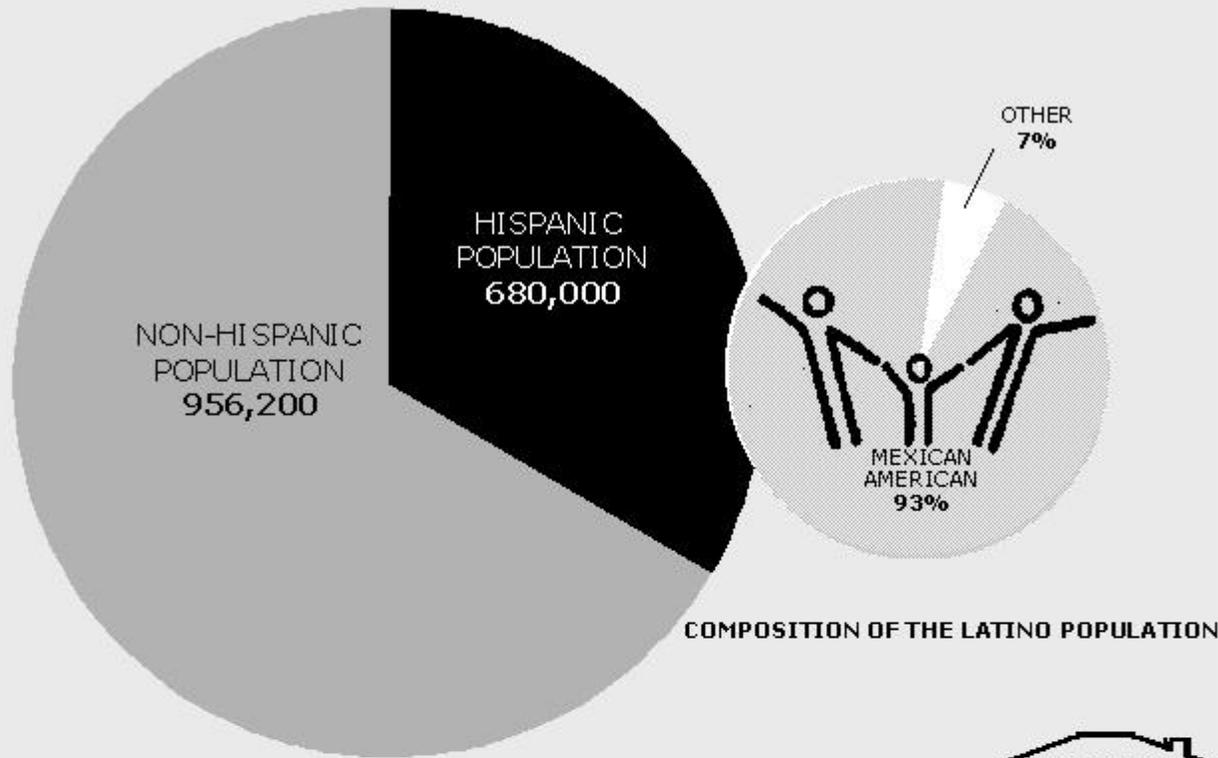
KWAC 1490 KXHA 104.3

#### FM

Source: Strategy Research Corporation, 1998

# Fresno, CALIFORNIA

## Metro Area



HISPANIC HOUSEHOLDS **166,800**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION	CHANNEL
KFTV	21
KMSG	59

#### NEWSPAPER

NAME	PUBLISHED
El Popular	Bi-Weekly
<b>Bilingual</b>	
El Sol del Valle	Bi-Monthly
Vida en el Valle	Weekly

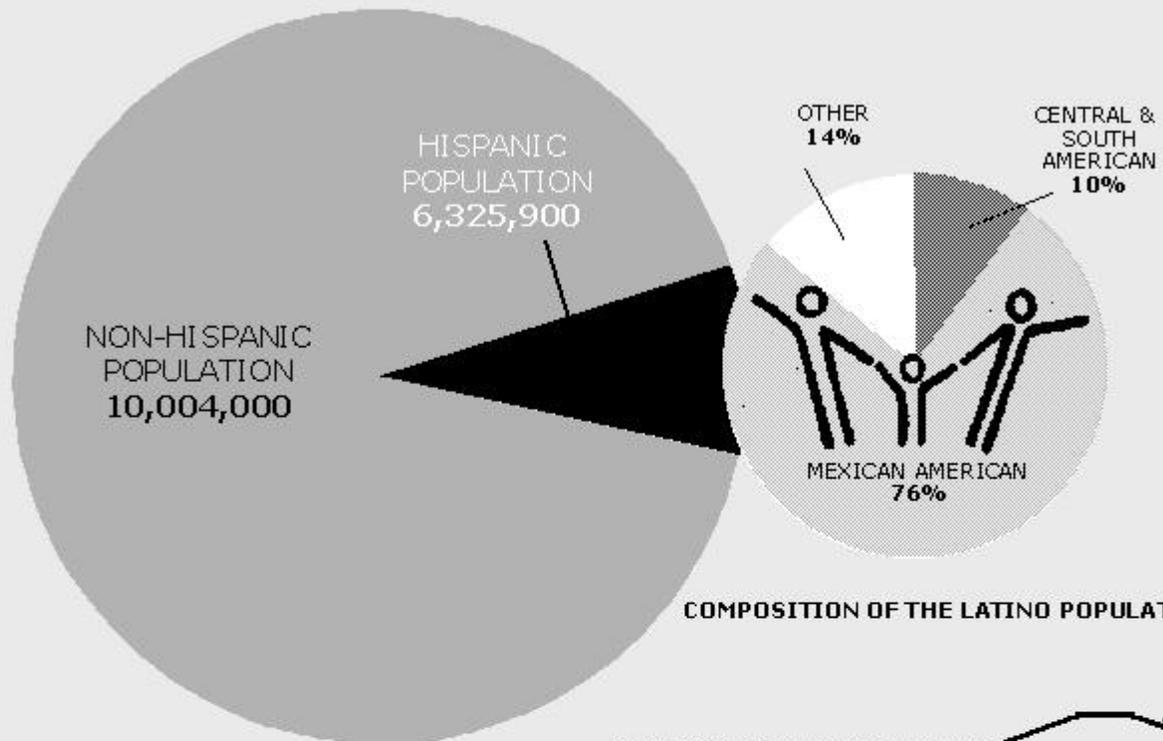
#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KFIG	1430	KMMM	107.3
KGEN	1370	KOJJ	100.5
KGST	1600	KOQO	101.9
KHOT	1250	KTAA	94.3
KJOP	1240	KZFO	92.1
KLOQ	1580		
KOQO	790		
KXEX	1550		

Source: Strategy Research Corporation, 1998

# Los Angeles, CALIFORNIA, part 1

## Metro Area



**HISPANIC HOUSEHOLDS**  
1,556,900



### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION	CHANNEL
KMEX	34
KNET	38
KS TV	57
KVEA	52
KWHY	22

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>			
KALI	1430	KXSP	1590
KCAL	1410	XPRS	1090
KDIF	1440		
KKHJ	930	<b>FM</b>	
KLTX	1390	KBUE	105.5
KNSE	1510	KLAX	97.9
KOXR	910	KLVE	107.5
KRRR	900	KMAX	107.1
KSZZ	590	KRTO	98.3
KTNQ	1020	KSCA	101.9
KUTY	1470	KSSE	97.5
KWIZ	1480	KVAR	97.5
KWKW	1330	KXLM	102.9
KWNK	670	KXRS	105.7
KWRN	1550	KXSB	101.7
KWRM	1370	KWIZ	96.7

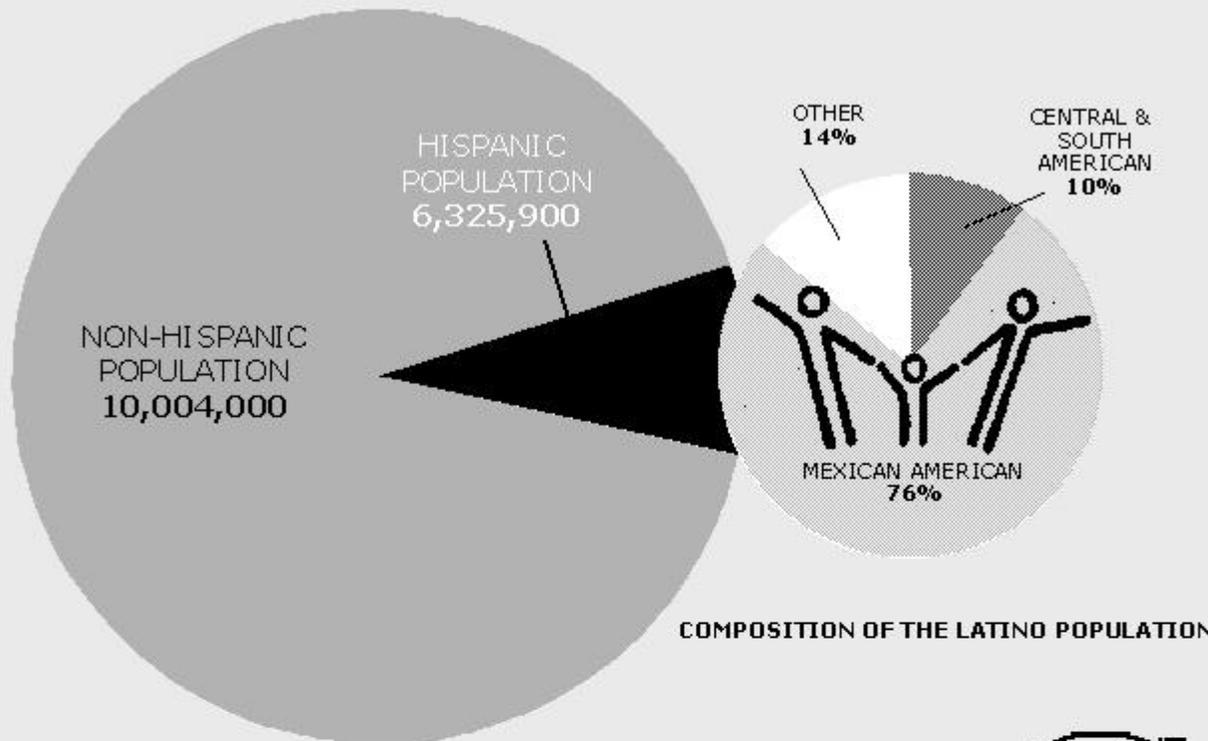
Source: Strategy Research Corporation, 1998

#### NEWSPAPER

NAME	PUBLISHED
20 de Mayo	Weekly
Alcancia de Ahorros	Bi-Weekly
Azteca News	Weekly
El Clasificado	Weekly
El Economico	Weekly
Excelsior	Weekly
La Opinión	Daily
La Opinión Para Ti	Weekly
La Prensa Hispana	Bi-Weekly
La Voz Libre	Weekly
Mundo L.A.	Weekly
Novedades	Weekly
Tu Mundo/ Mundo Artístico	Weekly
Union Hispana	Weekly
Vecinos Del Valle	Weekly
Vida	Weekly
Vida Nueva	Bi-Monthly
<b>Bilingual</b>	
Alhambra Post Advocate	Semi-Weekly
Bell Gardens Review	Semi-Weekly

# Los Angeles, CALIFORNIA, part 2

## Metro Area



**HISPANIC HOUSEHOLDS**  
1,556,900



### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### NEWSPAPER (CONT)

NAME	PUBLISHED
Bell-Maywood, Cudahy	
Industry Press	Semi-Weekly
Belvedere Citizen	Semi-Weekly
Central Star Journal Wave	Semi-Weekly
City of Commerce Comet	Weekly
City Terrace Comet	Weekly
Compton Carson Wave	Semi-Weekly
Downey Herald American	Semi-Weekly
Eagle Rock Sentinel	Semi-Weekly
East LA Tribune/Commerce	Semi-Weekly
Eastside Journal	Semi-Weekly
Eastside Sun	Weekly
El Sereno Star	Semi-Weekly
East LA/Brooklyn	
Belvedere Comet	Weekly
Highland Park News	
Herald/Journal	Semi-Weekly
Huntington Park Bulletin	Semi-Weekly
La Voz	Weekly

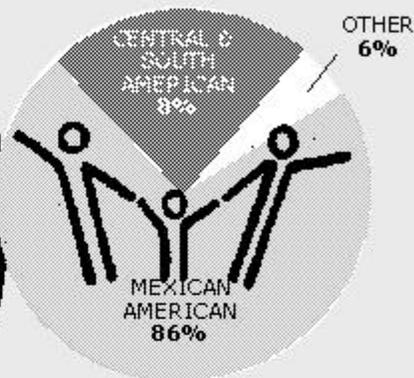
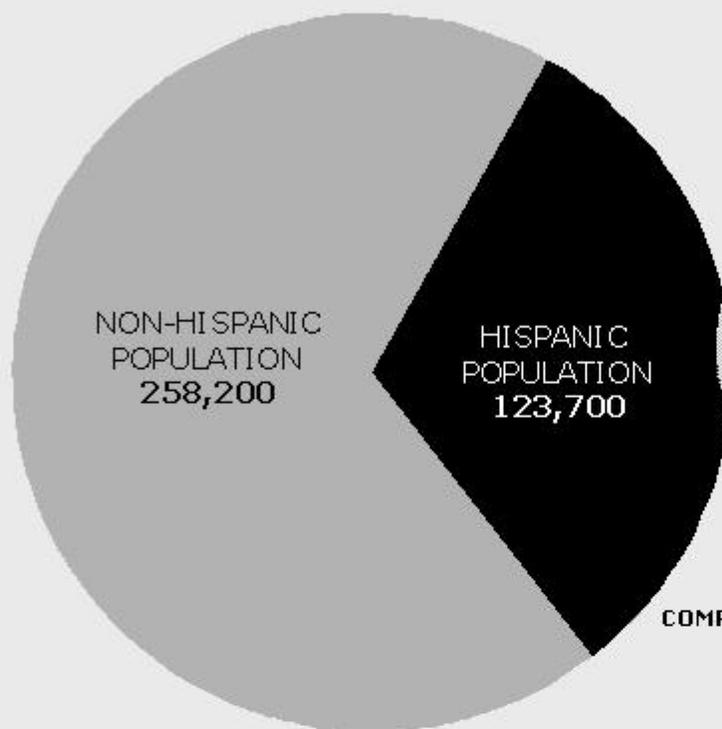
#### NEWSPAPER (CONT)

NAME	PUBLISHED
Lincoln Heights	
Bulletin-News	Semi-Weekly
Long Beach Wave	Semi-Weekly
Lynwood Press	Semi-Weekly
Mexican American Sun	Weekly
Montebello Comet	Weekly
Montebello News	Semi-Weekly
Monterey Park Progress	Semi-Weekly
Mt. Washington Star Review	Semi-Weekly
Northeast Comet	Weekly
Norwalk Herald American	Semi-Weekly
Pico Rivera News	Semi-Weekly
Rosemead, South San Gabriel	
Progress	Semi-Weekly
San Gabriel Progress	Semi-Weekly
Santa Fe Springs News	Semi-Weekly
South Gate Press	Semi-Weekly
Wilmington Wave	Semi-Weekly
Wyvernwood Chronicle	Weekly

Source: Strategy Research Corporation, 1998

# Palm Springs, CALIFORNIA

## Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS

30,200

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KMB	6
KVER	4

#### NEWSPAPER

NAME	PUBLISHED
No Data Available	

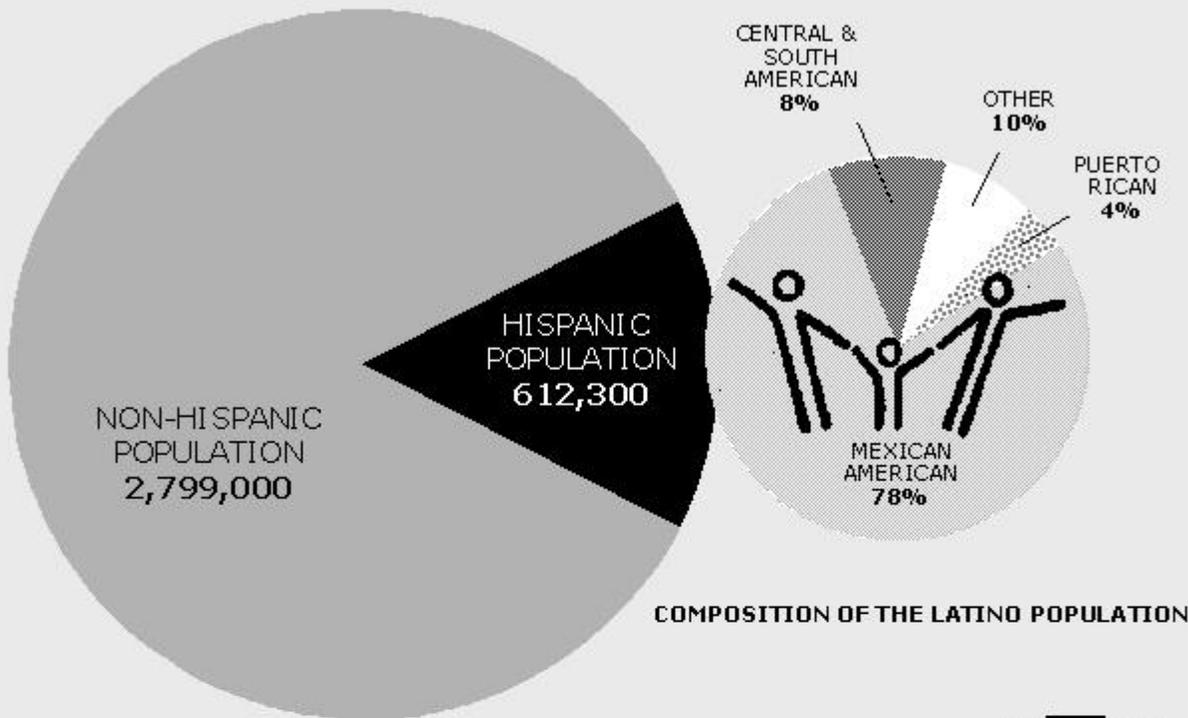
#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KCLB	970	KLOB	94.7
KUNA	1400	KUNA	96.7

Source: Strategy Research Corporation, 1998

# Sacramento, CALIFORNIA

## Metro Area



HISPANIC HOUSEHOLDS **164,400**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
K52CK	52
K47DQ	47
K61FI	61

#### NEWSPAPER

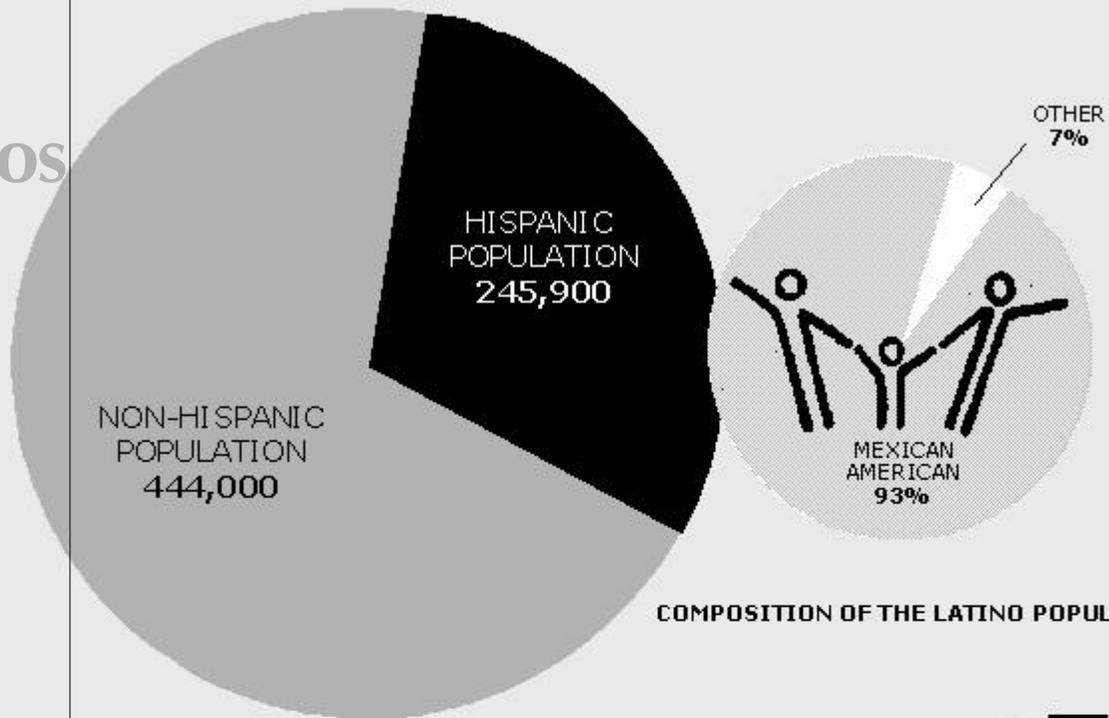
NAME	PUBLISHED
El Popular	Bi-Weekly
El Heraldo Católico	Semi-Monthly
<b>Bilingual</b>	
El Hispano	Weekly

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KCDR	1390	KLNA	105.5
KCVR	1570	KMIX	100.9
KRCX	1110	KSSS	101.9
KLOC	920	KSTN	107.3
KSQR	1240	KSXX	99.9
KTRB	860	KTDO	98.9
KWVG	1230	KZMS	97.1
		KZSA	92.1

Source: Strategy Research Corporation, 1998

# Salinas-Monterey, CALIFORNIA Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **54,600**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KSMBS	67
K15CU	15

### NEWSPAPER

NAME	PUBLISHED
El Sol	Weekly

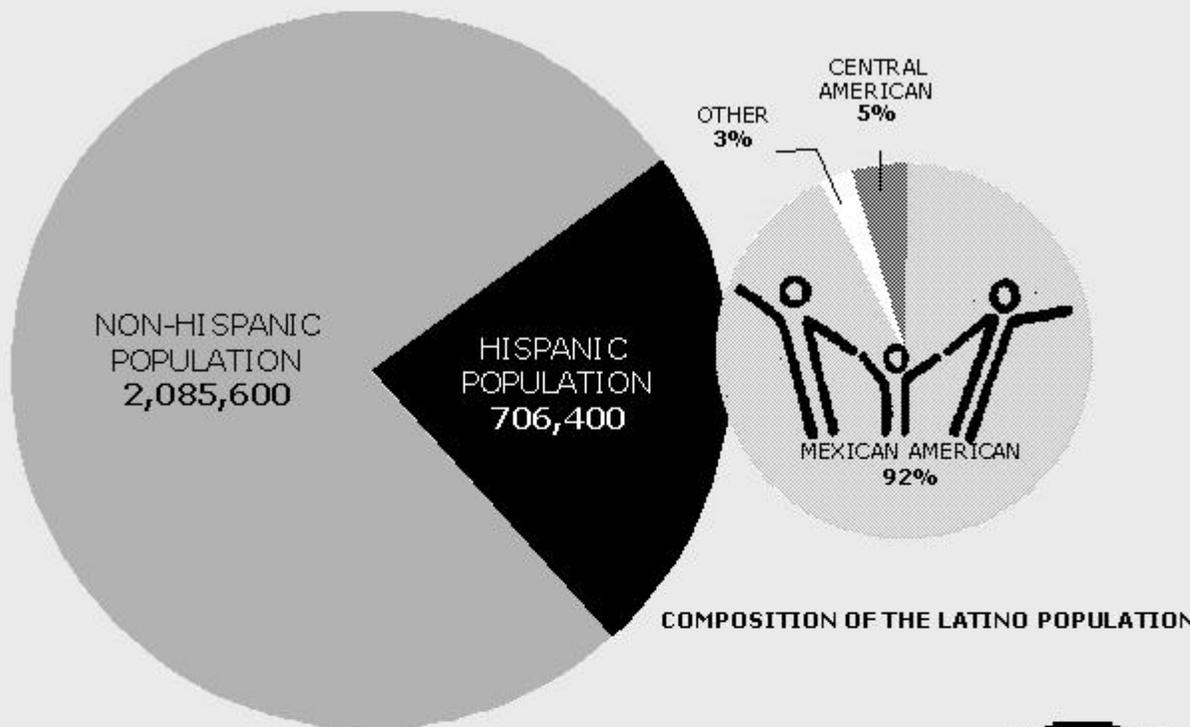
### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KCTY	980	KKLF	104.3
KMPG	1520	KLFA	93.9
KRVG	700	KLOK	99.5
KTGE	1570	KRAY	103.5
		KVRG	107.1

Source: Strategy Research Corporation, 1998

# San Diego, CALIFORNIA

## Metro Area



HISPANIC HOUSEHOLDS **172,500**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION	CHANNEL
KBNT	19
XEWT	12
XHAS	33
XHBJ	45
XHUA	57

#### NEWSPAPER

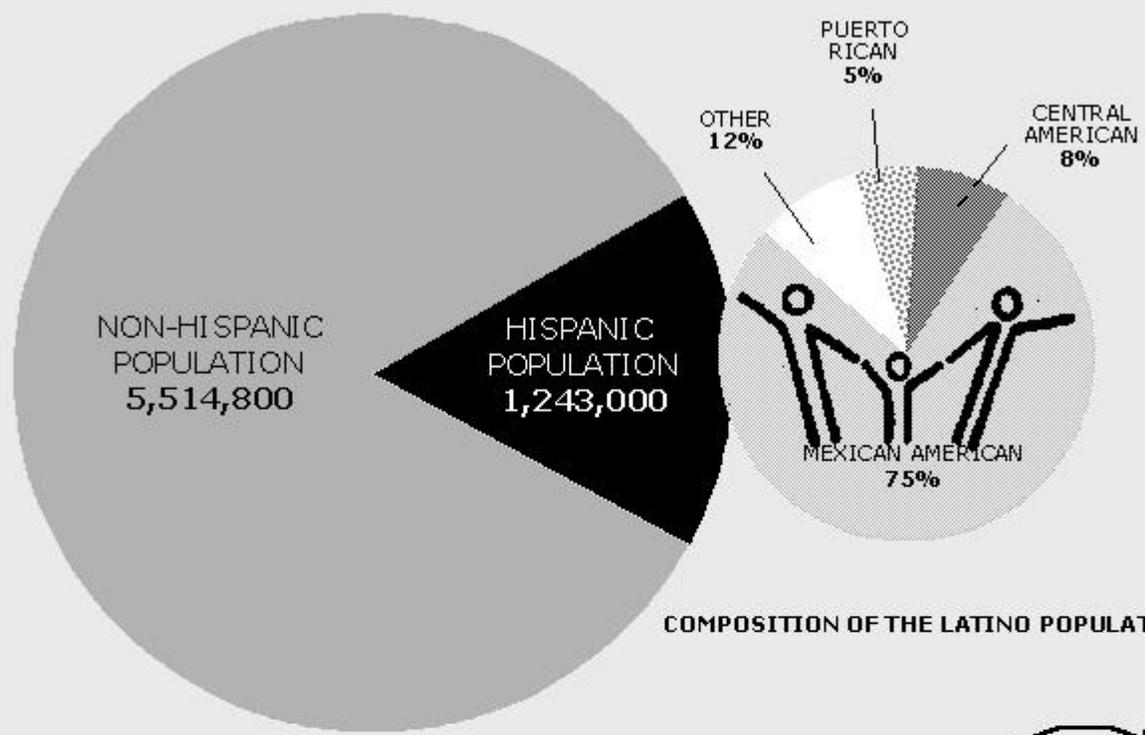
NAME	PUBLISHED
California Weekly	Weekly
El Latino San Diego	Weekly
Hispanos Unidos	Weekly
<b>Bilingual</b>	
Ahora/Now	Weekly
El Sol de San Diego	Bi-Weekly
La Prensa San Diego	Weekly

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KPRZ	1210	XHFG	107.3
KURS	1040	XHKY	99.3
XEAZ	1270	XHMOR	98.9
XEBG	1550	XHRST	107.7
XEDX	1010	XLTN	104.5
XEMMM	800	XTIJ	97.7
XEMO	860	XTIM	91.7
XPRS	1090		
XEXX	1420		

Source: Strategy Research Corporation, 1998

# San Francisco, CALIFORNIA Metro Area



HISPANIC HOUSEHOLDS **340,700**

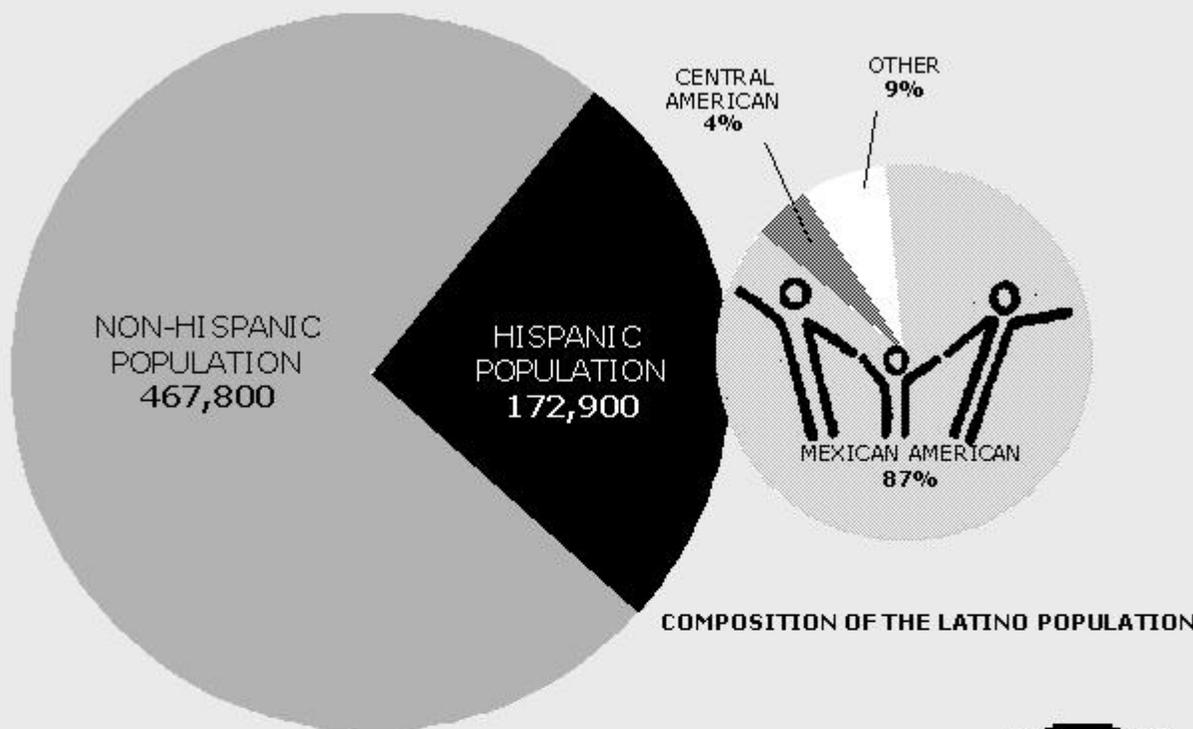
## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

TELEVISION	
STATION CHANNEL	
KDTV	14
KICU	36
KSTS	48
NEWSPAPER	
NAME	PUBLISHED
Alianza Metropolitana News	Bi-Weekly
El Bohemio News	Weekly
El Latino	Weekly
El Mundo	Weekly
Nuevo Mundo	Weekly
Tiempo Latino	Weekly
Bilingual	
El Mensajero	Weekly
El Observador	Weekly
La Nueva Prensa	Bi-Weekly
La Oferta Review	Bi-Weekly
La Voz Latina	Weekly

RADIO			
STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KAZA	1290	KBAY	100.3
KLOK	1170	KBRG	104.9
KMXN	1150	KSOL	98.9
KRRS	1460	KVRG	107.1
KZSJ	1120	KZWC	92.1

Source: Strategy Research Corporation, 1998

# Santa Barbara-Santa Maria-San Luis Obispo, CALIFORNIA Metro Area



HISPANIC HOUSEHOLDS  41,000

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KTA	7
K09UF	9
K27EI	27

### NEWSPAPER

NAME	PUBLISHED
El Nuevo Tiempo	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KBKO	1490	KIDI	105.5
KJDJ	1030	KRQK	100.3
KKDJ	1040	KSPE	94.5
KSBQ	1480		
KSPE	1490		
KTAP	1600		
KTME	1410		

Source: Strategy Research Corporation, 1998

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**Primero los Niños**

**ños** *Children* *First*

*First* **Primero** **los**

**NOTES**

# COLORADO

**Total State Population:**  
**3,465,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

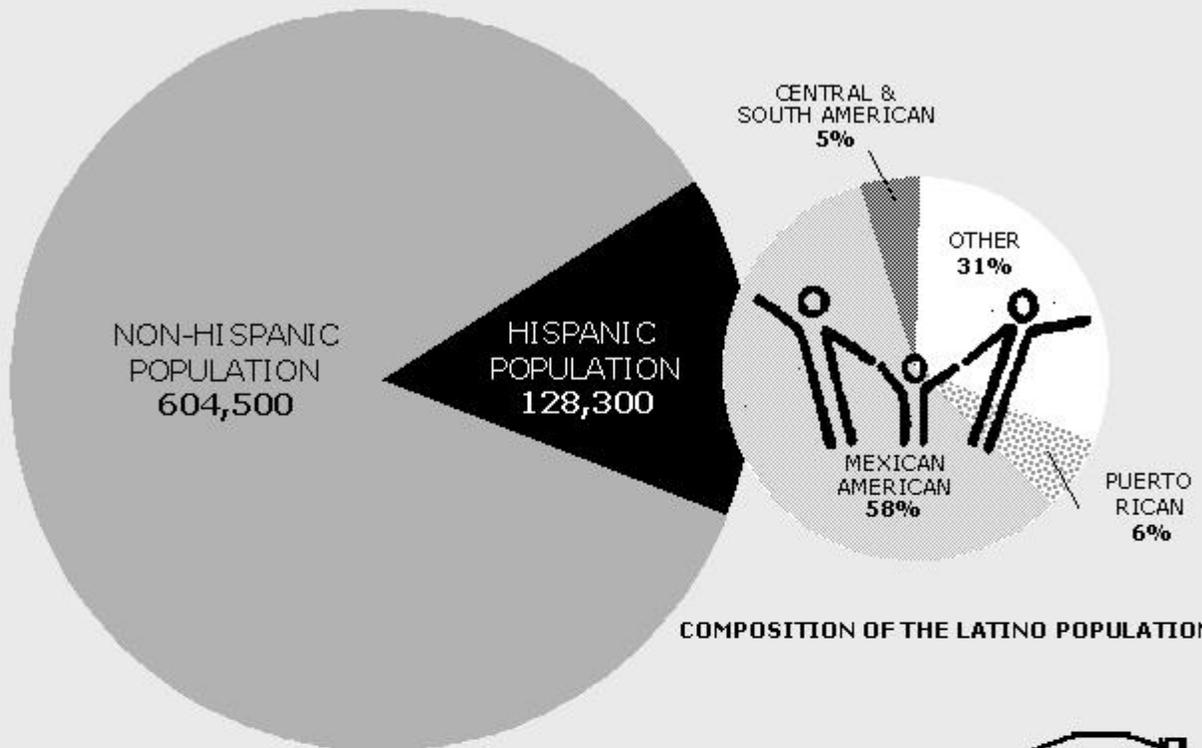
**Colorado Springs  
Denver**

**526,300<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Colorado Springs, COLORADO Metro Area



HISPANIC HOUSEHOLDS **40,900**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
K27DU	27
K49CJ	49

### NEWSPAPER

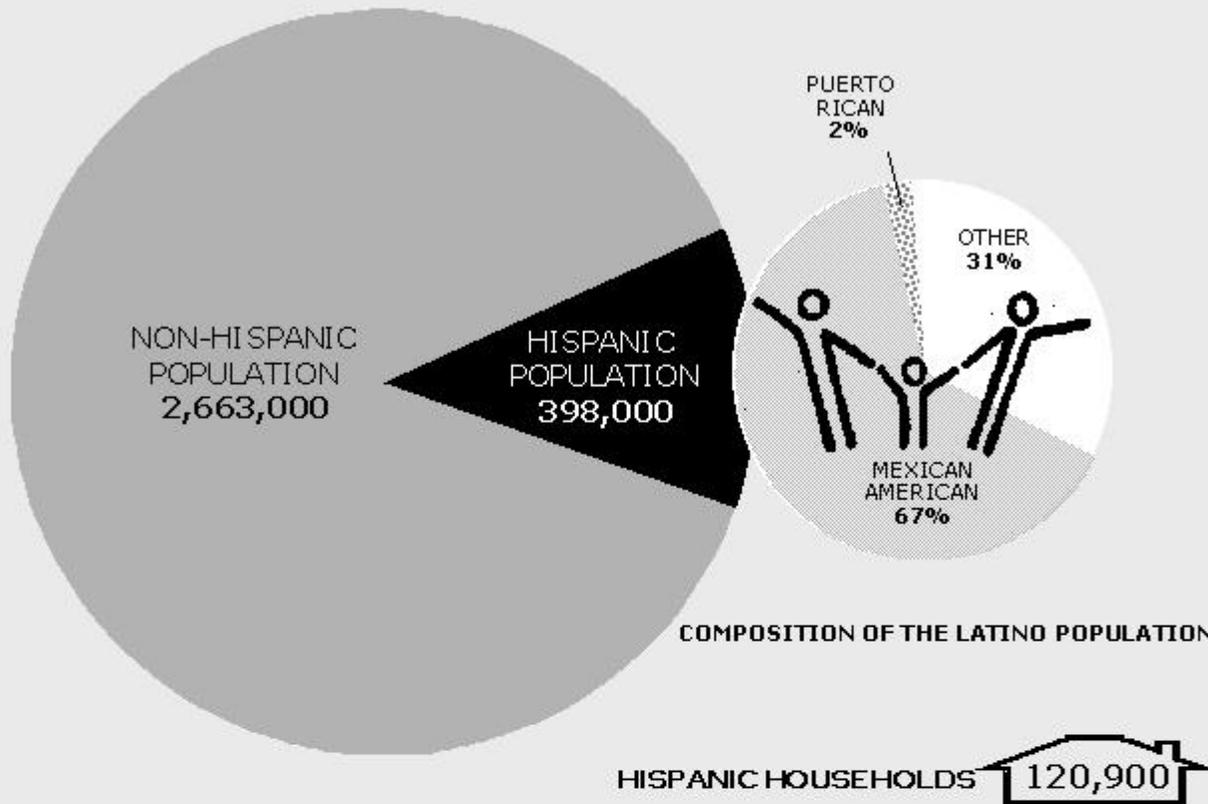
NAME	PUBLISHED
Hispania News	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KRMX	690	KNKN	107.1

Source: Strategy Research Corporation, 1998

# Denver, COLORADO Metro Area



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## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KCEC	50
KGHB	27
KSBS	24
KUBD	59
K54CQ	54
K18FE	18
K69HW	69

### NEWSPAPER

NAME	PUBLISHED
La Voz	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KBNO	1220	No Data Available	
KCUV	1150		
KJME	1390		
KVVS	1170		

Source: Strategy Research Corporation, 1998

Niños *Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**Niños** *Children*

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**Primero los Niños**

*Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**os** *Children* *First*

*First* **Primero** **los**

**mero los Niños**  
**First**  
*children* *First*

*First* **Primero** **los**

**los Niños** *Children*

**OS** *Children* *First*

**ños** *Children* *First*

**Primero los Niños**

**ños** *Children* *First*

*First* **Primero** **los**

**NOTES**

# CONNECTICUT

**Total State Population:  
3,279,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

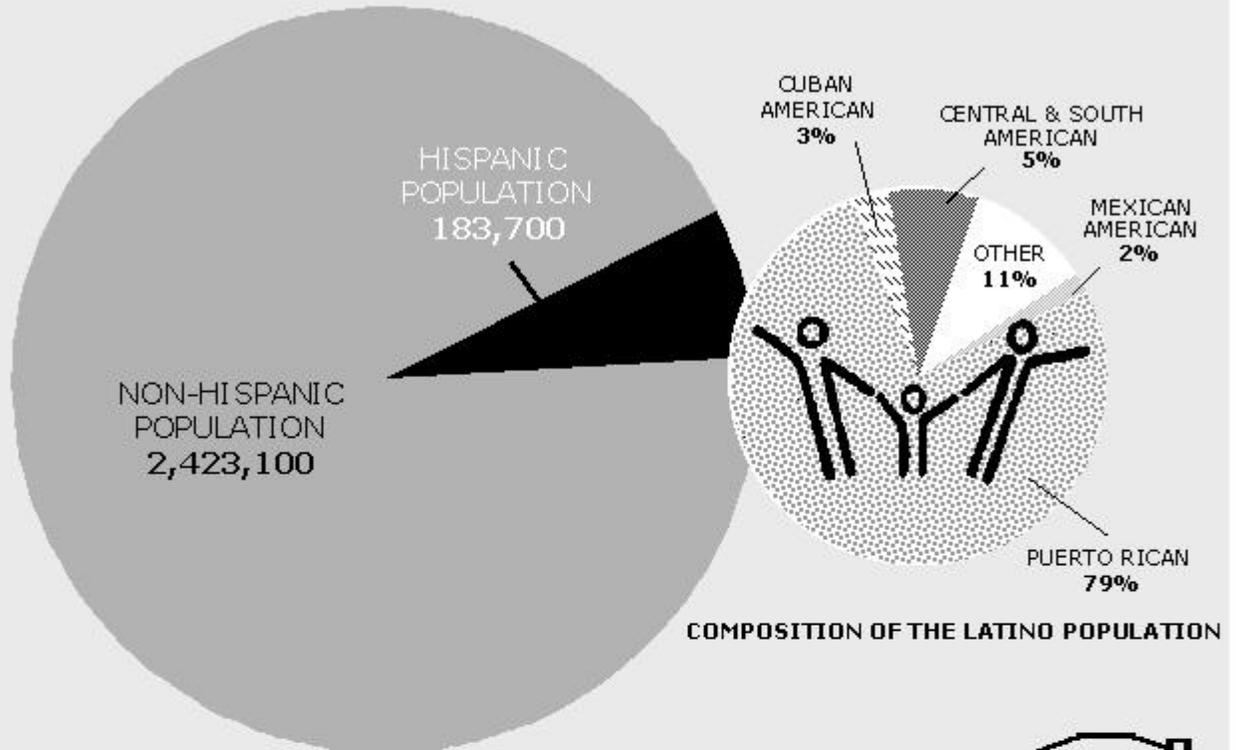
**Hartford-New Haven**

**183,700<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Hartford-New Haven, CONNECTICUT Metro Area



HISPANIC HOUSEHOLDS **54,100**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
WRDM	13
W47AD	47

### NEWSPAPER

NAME	PUBLISHED
Tiempo	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WFNW	1380	No Data Available	
WLAT	1230		
WPRX	1120		
WRDM	1550		
WRYM	840		

Source: Strategy Research Corporation, 1998

# DISTRICT OF COLUMBIA

**Total Population:**  
**5,261,500<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

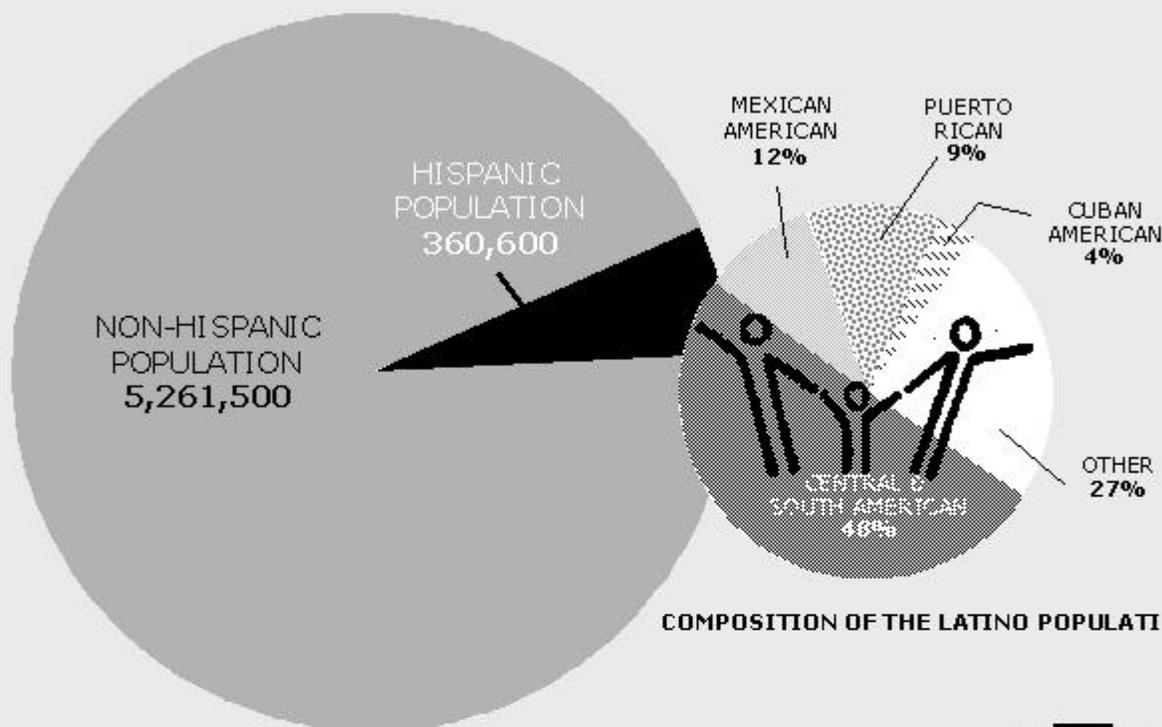
**Washington DC  
Maryland  
Virginia**

**360,600<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# District of Columbia Metro Area



HISPANIC HOUSEHOLDS **104,000**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

#### STATION CHANNEL

WMDO	48
WSIT	42
WZGS	64

### RADIO

#### STATION DIAL POSITION STATION DIAL POSITION

#### AM

WILC	900
WMDO	1540
WMET	1150
WUST	1120

#### FM

No Data Available

### NEWSPAPER

#### NAME

#### PUBLISHED

La Nación	Weekly
National Hispanic Reporter	Monthly
Washington Hispanic	Weekly
<b>Maryland</b>	
El Herald	Weekly
El Mensajero	Weekly
El Montgomery	Bi-Monthly
El Pregonero	Weekly
Prensa Hispana	Bi-Monthly
Vista	Bi-Weekly
<b>Virginia</b>	
El Deportivo	Bi-Weekly
El Hispano	Weekly
El Tiempo Latino	Weekly
Impacto	Bi-Weekly

Source: Strategy Research Corporation, 1998

# FLORIDA

**Total State Population:**  
**13,483,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

**Miami  
Orlando-Daytona-Melbourne  
Tampa-St. Petersburg  
West Palm Beach**

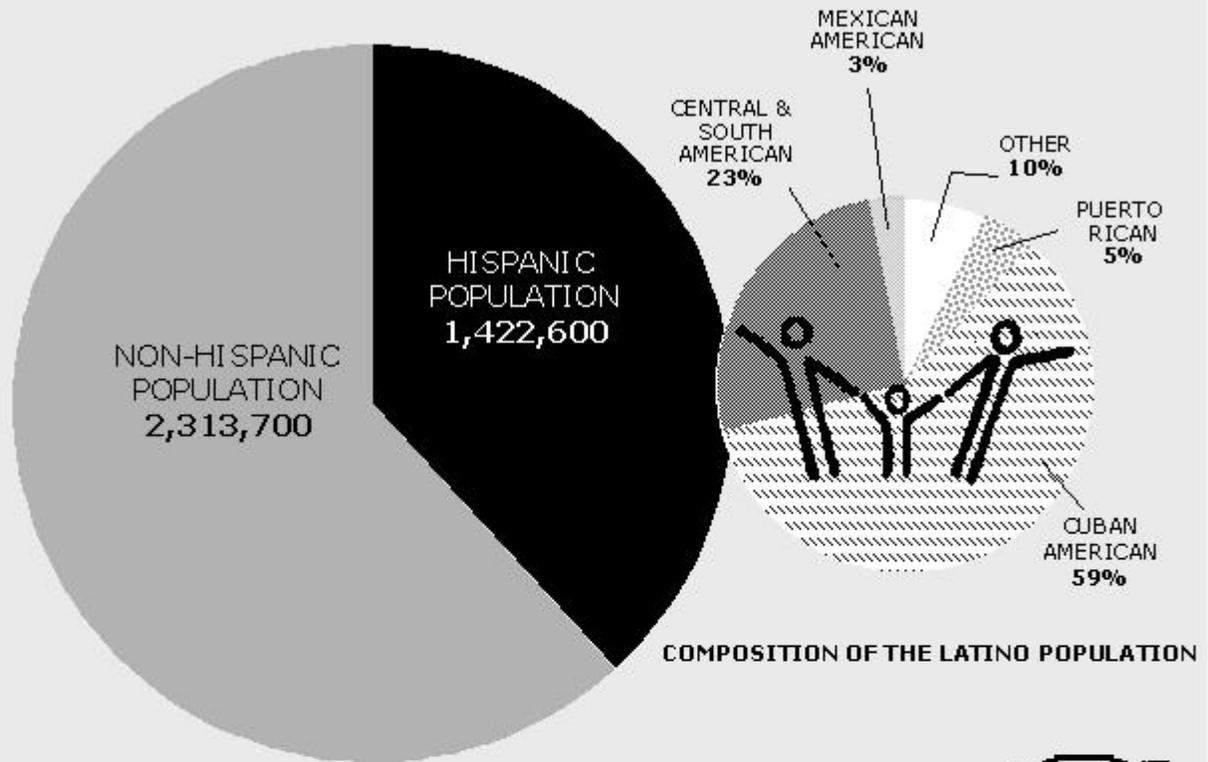
**2,066,800<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Miami, FLORIDIA

## Metro Area



HISPANIC HOUSEHOLDS **491,000**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION	CHANNEL
WLTV	23
WSCV	51
WJAN	41

#### NEWSPAPER

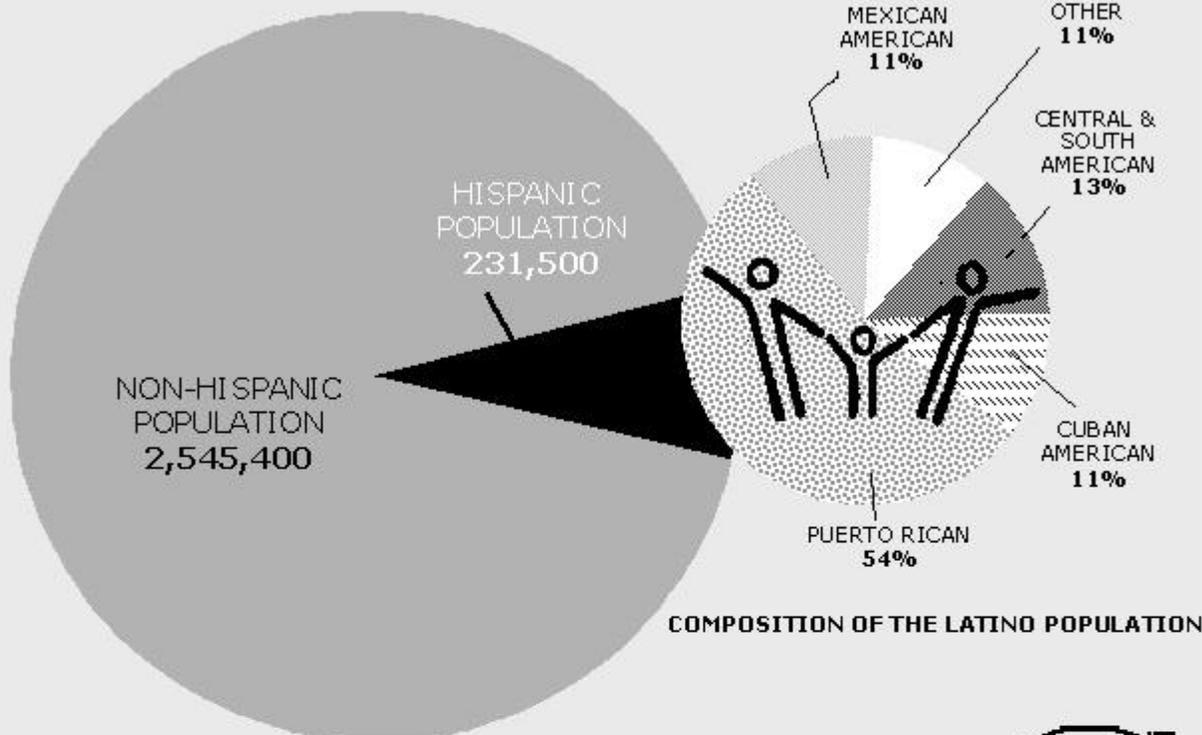
NAME	PUBLISHED
Diario Las Americas	Daily
El Expreso de Miami	Weekly
El Heraldo de Broward y Palm Beach	Weekly
El Nuevo Herald	Daily
El Nuevo Patia	Weekly
Estilo	Weekly
Exito	Weekly
La Prensa Centroamericana	Weekly
La Prensa Grafica	Weekly
La Voz Católica	Monthly
Libre	Weekly
Viva Semanal	Weekly

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WACC	830	WAMR	107.5
WAQI	710	WCMQ	92.3
WCMQ	1210	WQBA	98.3
WKAT	1360	WRMA	106.7
WOCN	1450	WSKP	107.9
WQBA	1140	WXDJ	95.7
WRHC	1550	WZMQ	103.9
WSUA	1260		
WVCG	1080		
WWFE	670		

Source: Strategy Research Corporation, 1998

# Orlando-Daytona-Melbourne, FLORIDA Metro Area



HISPANIC HOUSEHOLDS  70,600

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION	CHANNEL
WVEN	63
WTMO	40

### NEWSPAPER

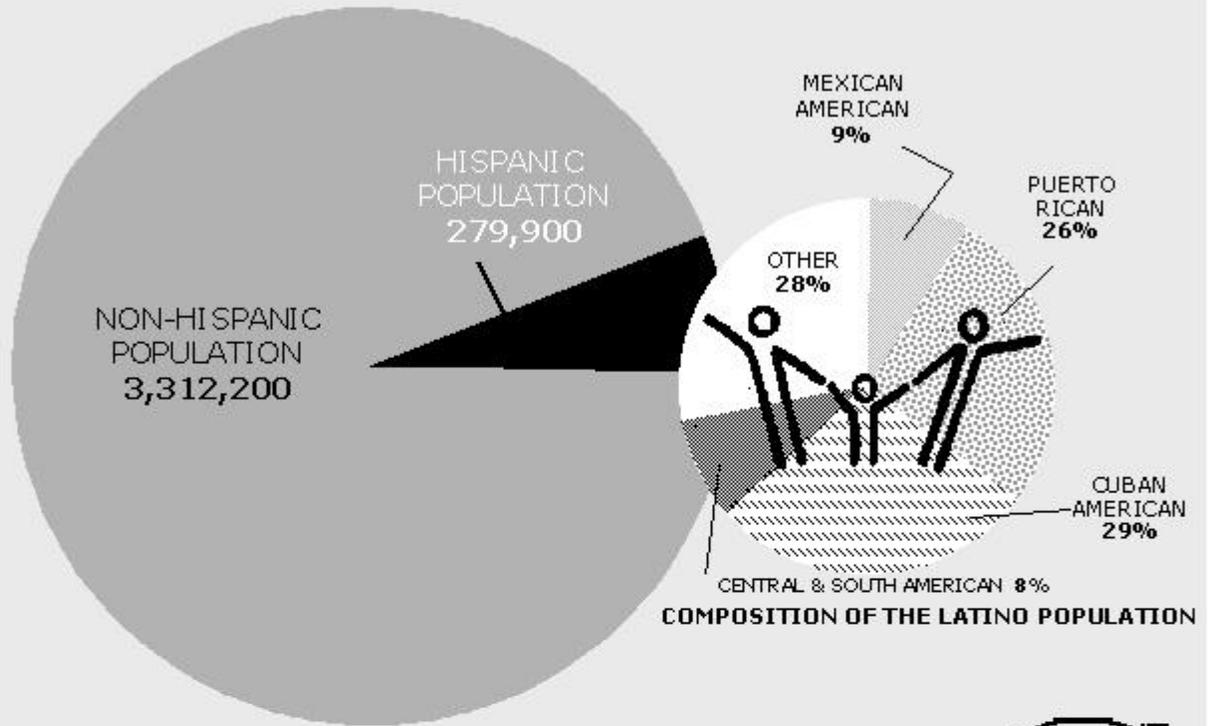
NAME	PUBLISHED
La Prensa	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WONQ	1030	No Data Available	
WRMQ	1140		
WUNA	1480		

Source: Strategy Research Corporation, 1998

# Tampa-St. Petersburg, FLORIDA Metro Area



HISPANIC HOUSEHOLDS **89,200**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
WVEA	61
WRMD	57

### NEWSPAPER

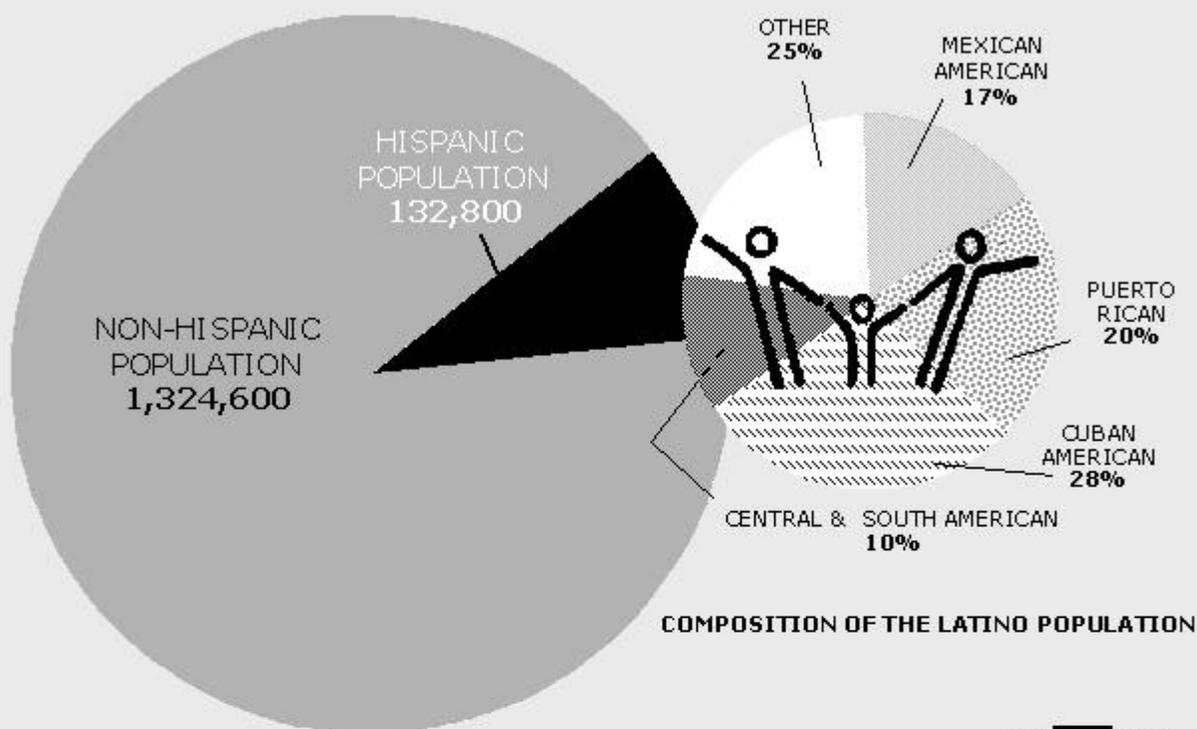
NAME	PUBLISHED
Nuevo Siglo	Weekly
<b>Bilingual</b> Community Connections	Weekly
<b>Trilingual</b> La Gaceta	Weekly

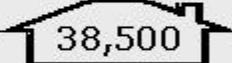
### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WAMA	1550	No Data Available	
WAYC	1310		
WAVP	1390		
WDCF	1350		
WQBN	1300		
WRMD	680		
WSIR	1490		

Source: Strategy Research Corporation, 1998

# West Palm Beach, FLORIDA Metro Area



HISPANIC HOUSEHOLDS  38,500

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

**STATION CHANNEL**  
No Data Available

### NEWSPAPER

NAME	PUBLISHED
Alma Latina	Bi-Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WLVS	1380	No Data Available	
WSPS	1190		

Source: Strategy Research Corporation, 1998

Niños *Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**Niños** *Children*

*en* *First* **Primero**  
**ro los Niños**  
**mero los Niños** *ch*

*Children* *First* **Pri**

**Primero los Niños**

*Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**os** *Children* *First*

*First* **Primero** **los**

**mero los Niños**  
**First**  
*Children* *First*

*First* **Primero** **los**

**los Niños** *Children*

**OS** *Children* *First*

**ños** *Children* *First*

**Primero los Niños**

**ños** *Children* *First*

*First* **Primero** **los**

**NOTES**

# GEORGIA

**Total State Population:  
6,773,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

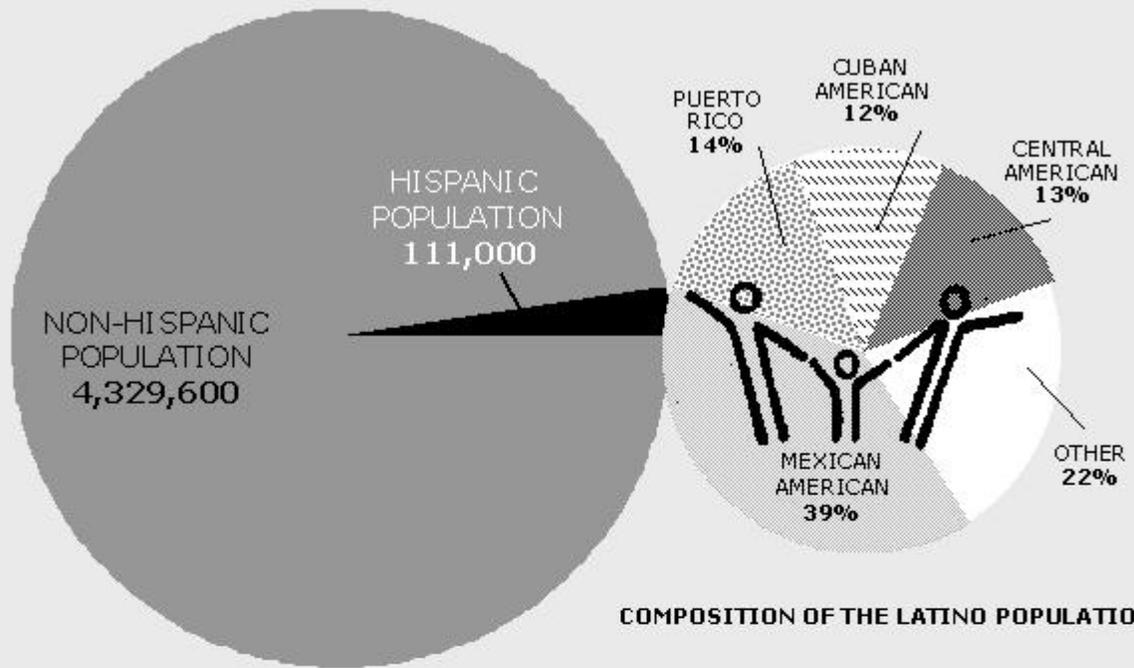
**Atlanta**

**111,000<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Atlanta, GEORGIA Metro Area



HISPANIC HOUSEHOLDS **32,200**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
W67CI	67

### NEWSPAPER

NAME	PUBLISHED
Mundo Hispano	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
WAOS	1600	WAZX	101.9
WAZX	1550		
WLBA	1130		
WFLO	610		
WXEM	1460		

Source: Strategy Research Corporation, 1998

# ILLINOIS

**Total State Population:**  
**11,613,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

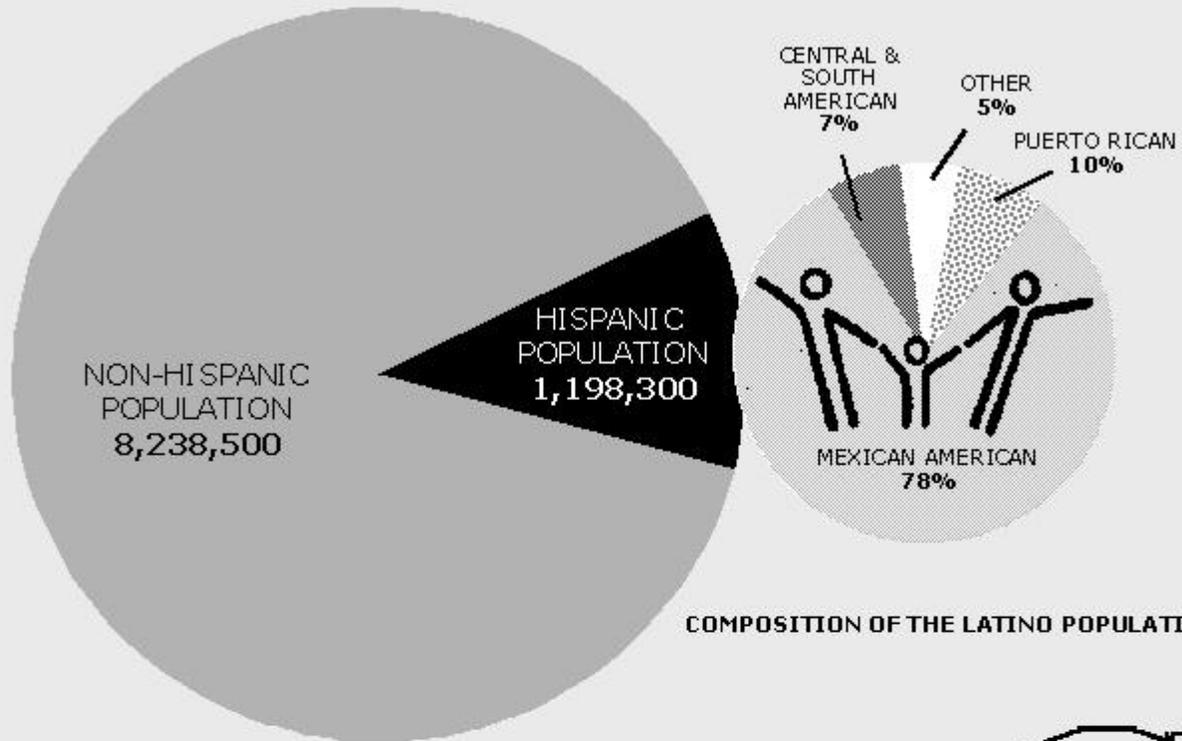
**Chicago**

**1,198,300<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Chicago, ILLINOIS Metro Area



HISPANIC HOUSEHOLDS **312,400**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

#### STATION CHANNEL

WCIU	26
WGBO	66
WSNS	44

### RADIO

#### STATION DIAL POSITION STATION DIAL POSITION

#### AM

WEDC	1240	WOJO	105.1
WIND	560	WLEY	107.9
WKGA	1500	WZCH	103.9
WKKD	1580		
WLXX	1200		
WONX	1590		
WRMN	1410		
WSBC	1240		
WTAQ	1300		

#### FM

### NEWSPAPER

#### NAME

#### PUBLISHED

Católico	Monthly
Chicago Deportivo	Weekly
East Chicago News	Weekly
El Día	Weekly
El Imparcial	Weekly
Éxito	Weekly
La Raza Newspaper	Weekly
La Voz	Weekly
Mundo Hispano	Weekly

#### Bilingual

El Conquistador	Bi-Weekly
El Heraldó	Weekly
Logan Square/Bucktown Extra	Weekly
Metro Extra	Weekly
Northwest Extra	Weekly
Pilsen/Little Village Extra	Weekly
Southwest Extra	Weekly
Suburban Extra	Weekly
Su Noticiero Bilingue	Bi-Weekly
Wicker Park/West Town Extra	Weekly

Source: Strategy Research Corporation, 1998

# LOUISIANA

**Total State Population:**  
**4,279,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

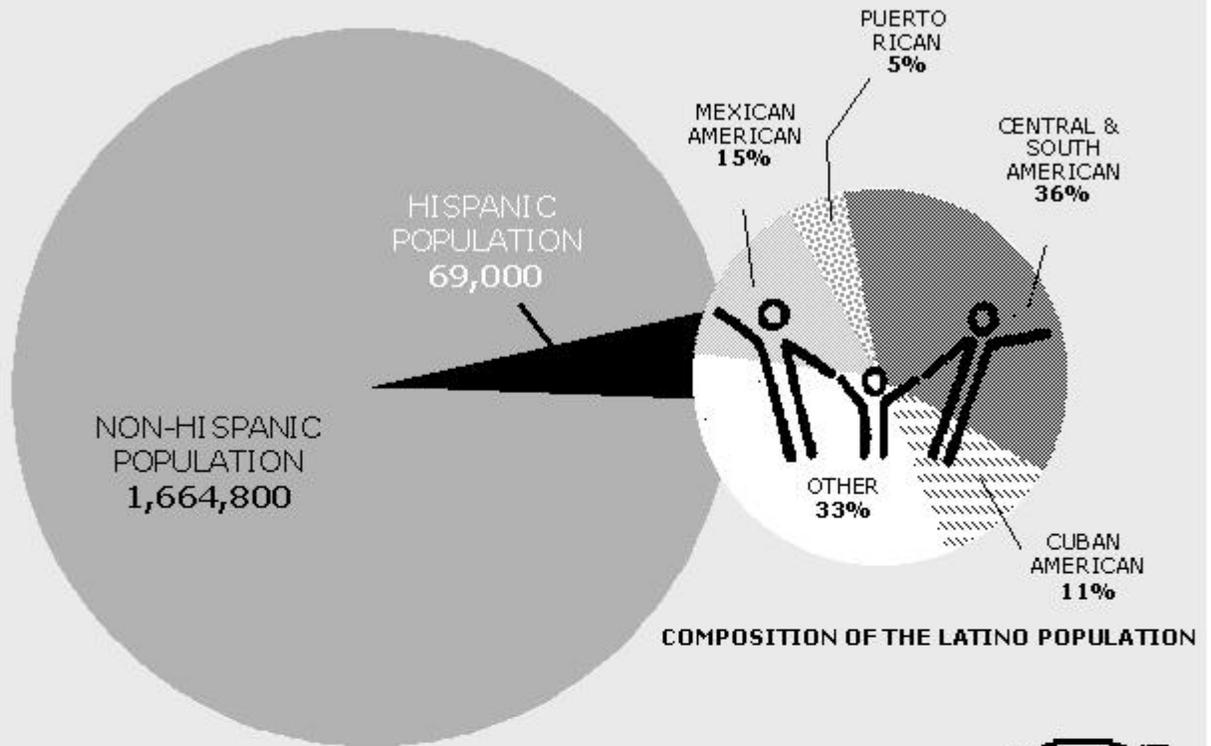
**New Orleans**

**69,000<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# New Orleans, LOUISIANA Metro Area



HISPANIC HOUSEHOLDS

23,300

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION  
CHANNEL

No Data Available

### NEWSPAPER

NAME	PUBLISHED
La Prensa	Monthly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KGLA	1540	No Data Available	
WFNO	830		

AM

FM

KGLA

1540

No Data Available

WFNO

830

Source: Strategy Research Corporation, 1998

# MASSACHUSETTS

**Total State Population:**  
**5,993,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

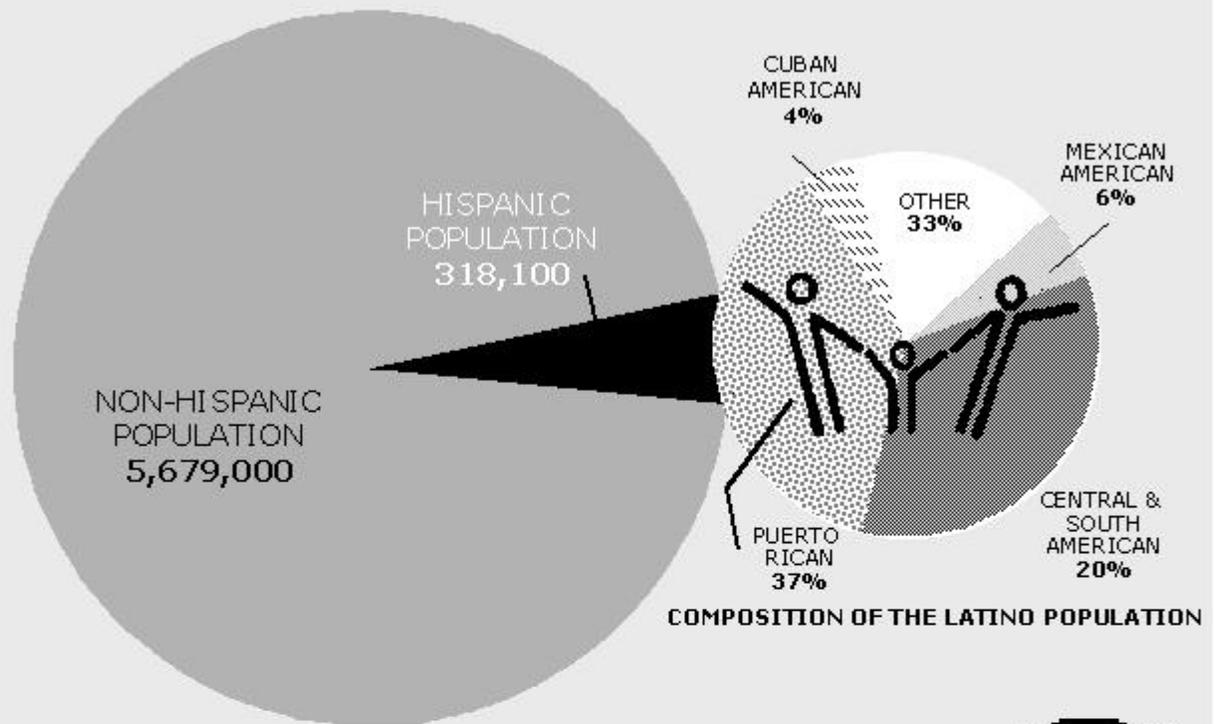
**Boston  
Springfield**

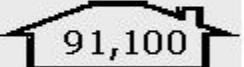
**382,400<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Boston, MASSACHUSETTS Metro Area



HISPANIC HOUSEHOLDS  91,100

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
WCEA	19
WUNI	27
W32AY	32

### NEWSPAPER

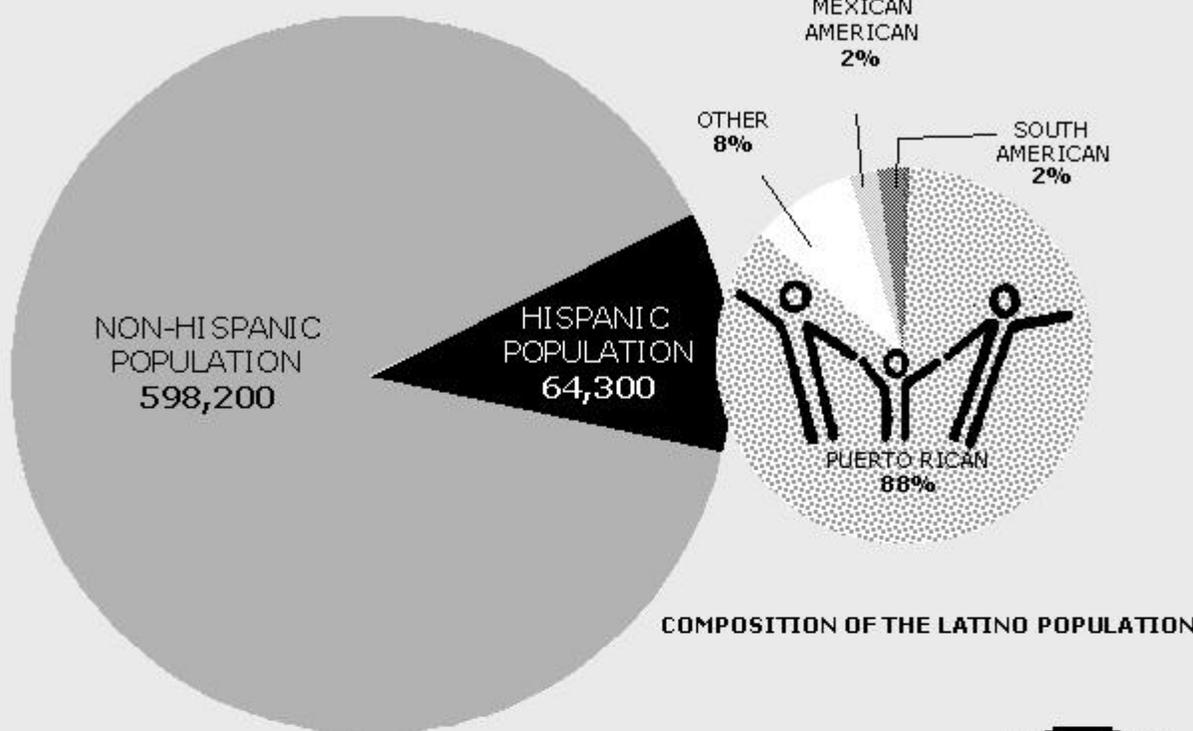
NAME	PUBLISHED
El Mundo	Weekly
La Semana	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WBPS	890	No Data Available	
WCCM	800		
WHAV	1490		
WLLH	1400		
WNNW	1110		
WRCA	1330		
WUNR	1600		

Source: Strategy Research Corporation, 1998

# Springfield, MASSACHUSETTS Metro Area



HISPANIC HOUSEHOLDS  18,500

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
WDMR	65

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
WACM	1490	No Data Available	
WSPR	1270		

Source: Strategy Research Corporation, 1998

Niños *Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**Niños** *Children*

*en* *First* **Primero**  
**ro los Niños**  
**mero los Niños** *ch*

*Children* *First* **Pri**

**Primero los Niños**

*Children* *First*

*First* **Primero** **los**

**Primero los Niños**

**os** *Children* *First*

*First* **Primero** **los**

**mero los Niños**  
**First**  
*children* *First*

*First* **Primero** **los**

**los Niños** *Children*

**OS** *Children* *First*

**ños** *Children* *First*

**Primero los Niños**

**ños** *Children* *First*

*First* **Primero** **los**

**NOTES**

# MICHIGAN

**Total State Population:  
9,434,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

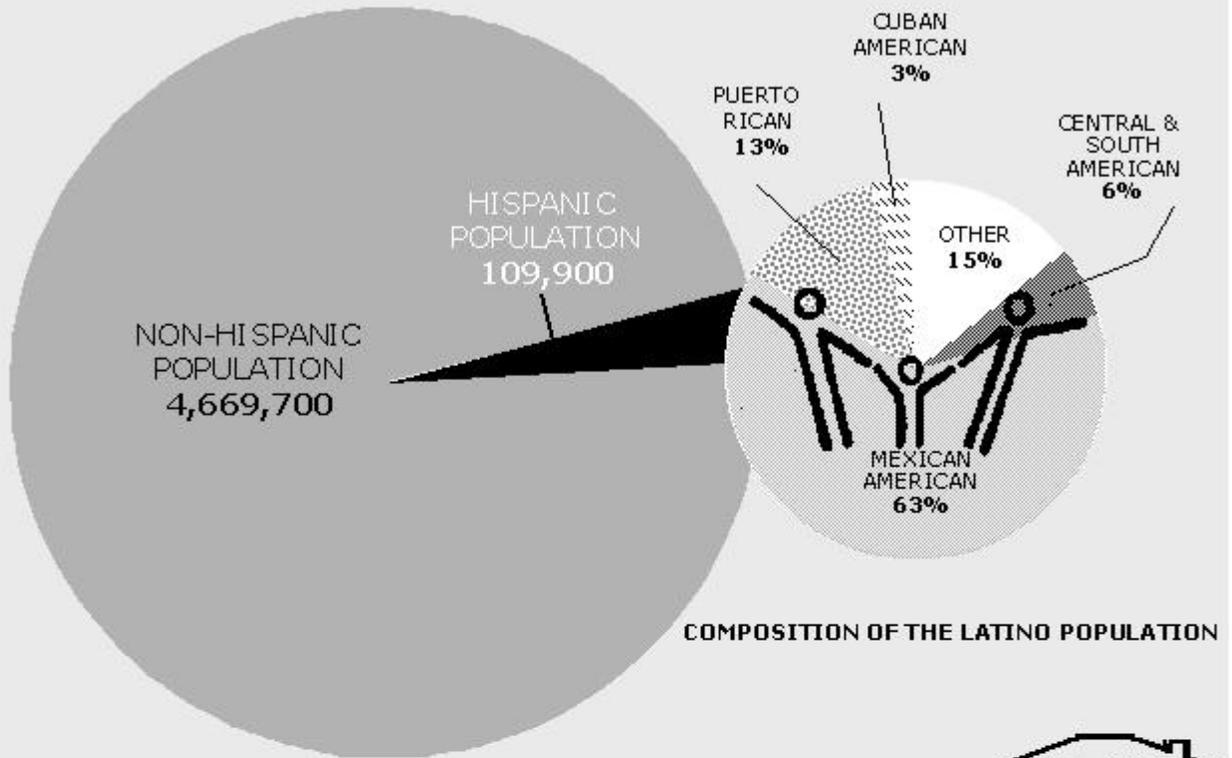
**Detroit**

**109,900<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Detroit, MICHIGAN Metro Area



HISPANIC HOUSEHOLDS **32,700**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

**STATION CHANNEL**

No Data Available

### NEWSPAPER

**NAME PUBLISHED**

No Data Available

### RADIO

**STATION DIAL POSITION STATION DIAL POSITION**

**AM**

No Data Available

**FM**

No Data Available

Source: Strategy Research Corporation, 1998

# MISSOURI

**Total State Population:**  
**5,191,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

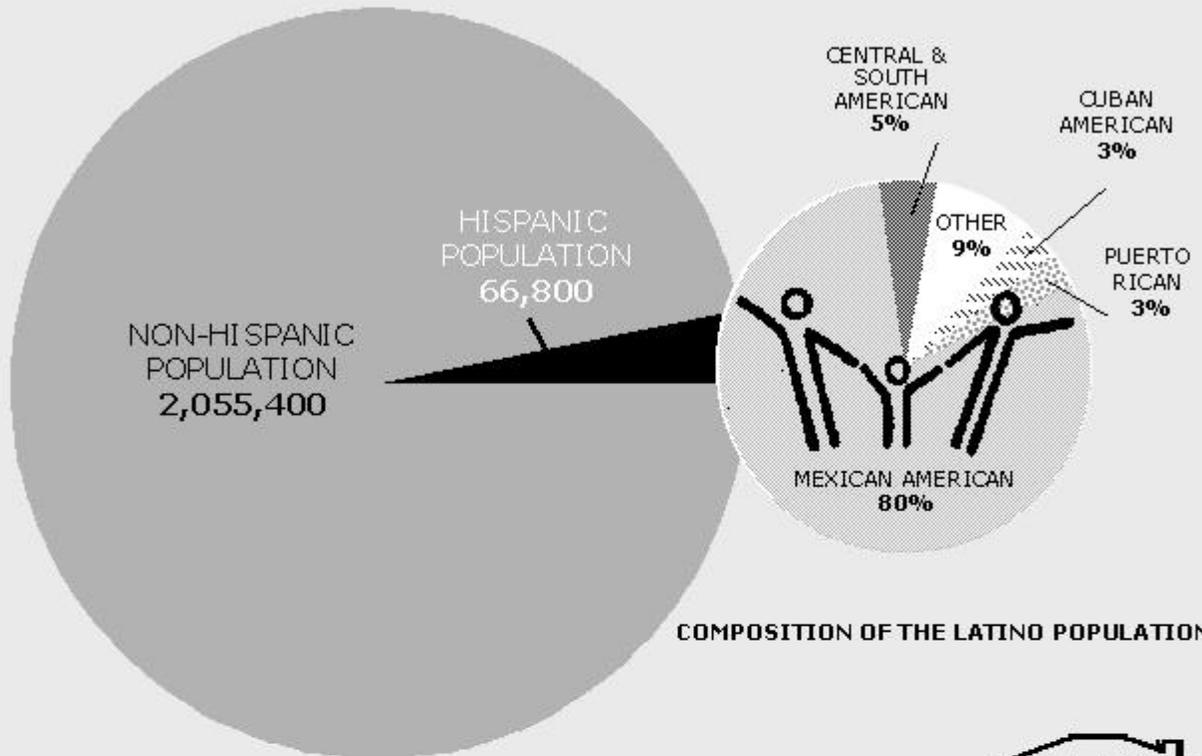
**Kansas City**

**66,800<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Kansas City, MISSOURI Metro Area



HISPANIC HOUSEHOLDS **19,000**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

**STATION**

**CHANNEL**

No Data Available

### NEWSPAPER

**NAME**

**PUBLISHED**

Dos Mundos

Bi-Weekly

### RADIO

**STATION**

**DIAL POSITION**

**STATION**

**DIAL POSITION**

**AM**

**FM**

No Data Available

No Data Available

Source: Strategy Research Corporation, 1998

# NEVADA

**Total State Population:**  
**1,336,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

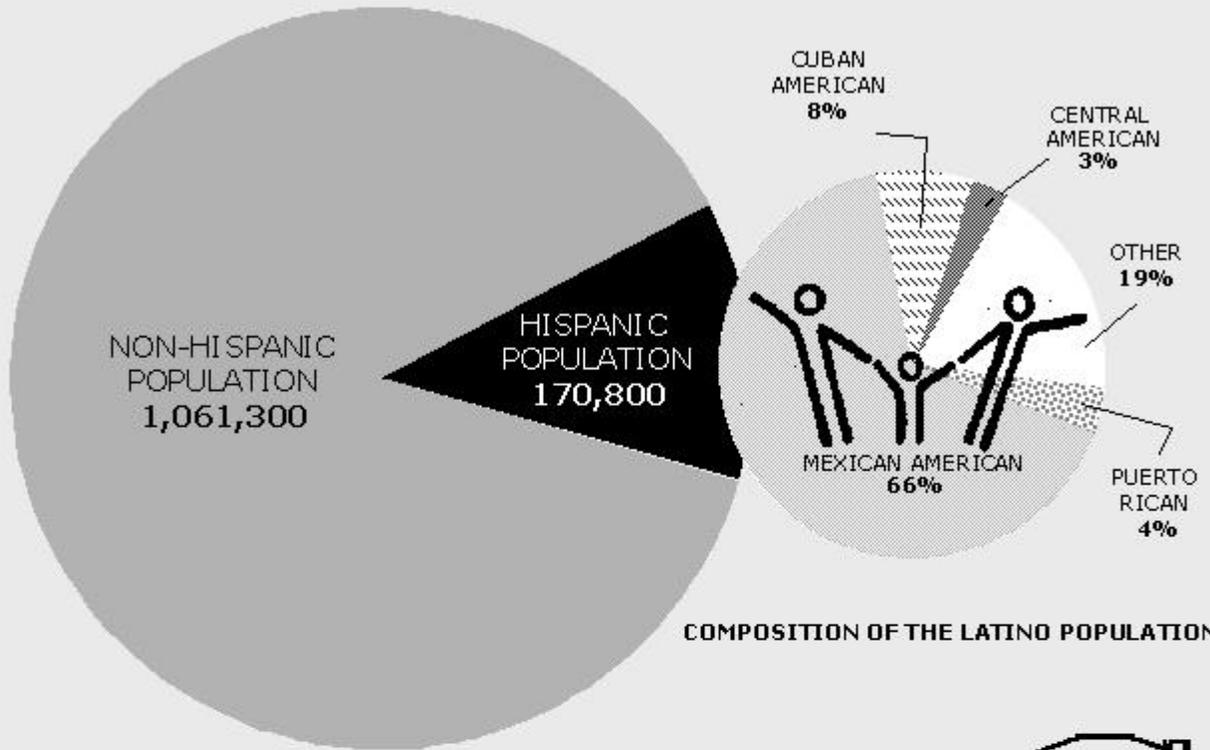
**Las Vegas**

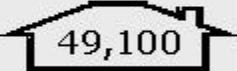
**170,800<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Las Vegas, NEVADA Metro Area



HISPANIC HOUSEHOLDS  49,100

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

TELEVISION	
STATION CHANNEL	
KBLR	39
KINC	15

RADIO			
STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KDOL	1280	No Data Available	
KLSQ	870		

NEWSPAPER	
NAME	PUBLISHED
El Mundo	Weekly
Tiempo Libre	Weekly

Source: Strategy Research Corporation, 1998

# NEW MEXICO

**Total State Population:**  
**1,582,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

**Albuquerque**

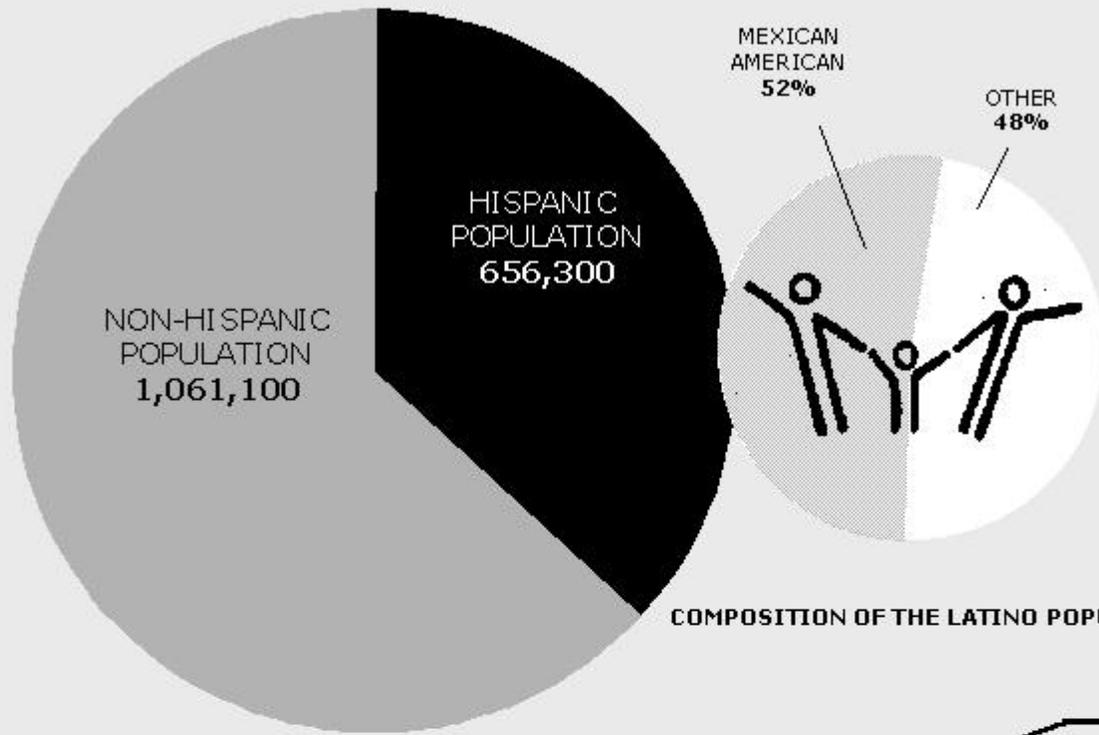
**656,300<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Albuquerque, NEW MEXICO

## Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **208,300**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KDB	59
KLUZ	41
K52BS	52
K59DB	59

#### NEWSPAPER

NAME	PUBLISHED
El Hispano News	Weekly

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KABQ	1350	KEXT	104.7
KALY	1240	KIOT	102.5
KARS	860	KLMA	96.5
KATK	740	KLVO	97.7
KCRX	1430	KMIO	102.3
KDCE	950	KNUW	95.3
KFUN	1230		
KKIT	1340		
KNMX	540		
KRDD	1320		
KSLV	1240		
KSSR	1340		
KSWV	810		
KXKS	1190		

Source: Strategy Research Corporation, 1998

# NEW YORK

**Total State Population:**  
**18,109,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

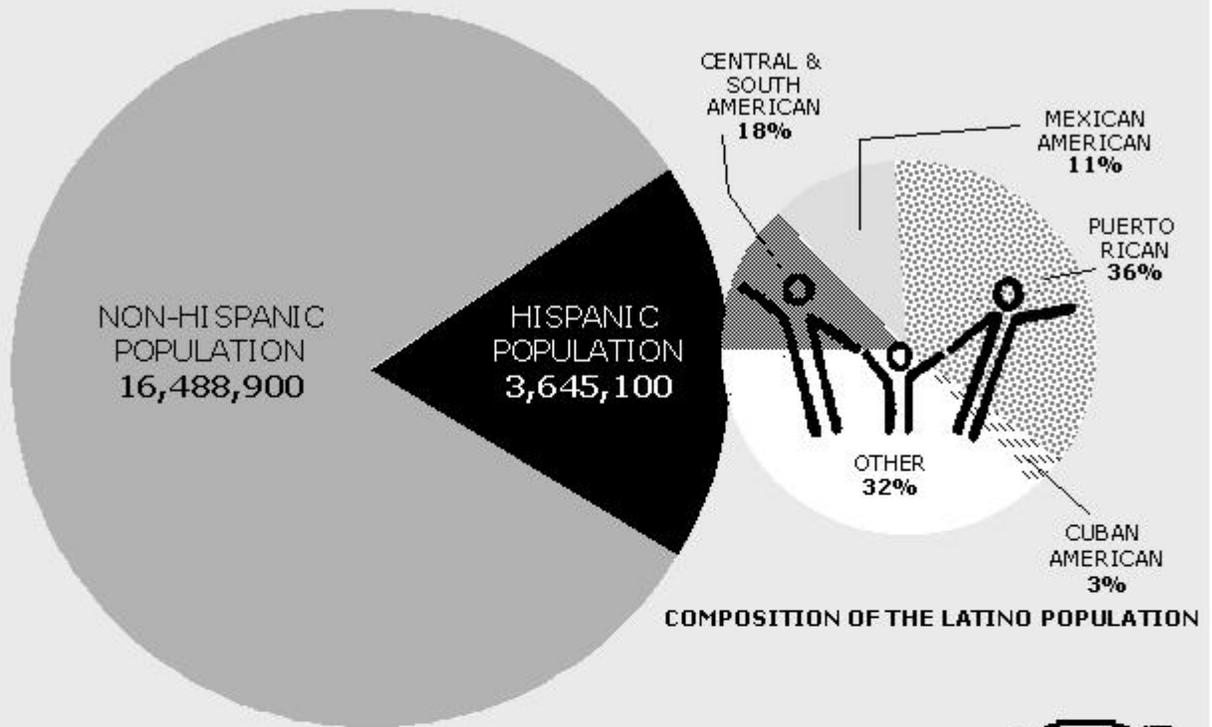
**New York**

**3,645,100<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# New York, NEW YORK Metro Area



**HISPANIC HOUSEHOLDS**  
1,125,300



## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
WNJU	47
WXTV	41

### NEWSPAPER

NAME	PUBLISHED
El Diario/La Prensa	Daily
El Especial	Weekly
El Nuevo Hudson	Weekly
El Tiempo	Weekly
El Vocero	Daily
Impacto Latin News	Weekly
La Tribuna Hispana-USA	Weekly
La Voz Hispana	Weekly
Mensaje	Weekly
Noticias del Mundo	Daily

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WADO	1280	WNWK	105.9
WCUM	1450	WPAT	93.1
WKDM	1380	WRTN	93.5
WNYG	1440	WSKQ	97.9
WPAT	930		

Source: Strategy Research Corporation, 1998

# OHIO

**Total State Population:**  
**11,021,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

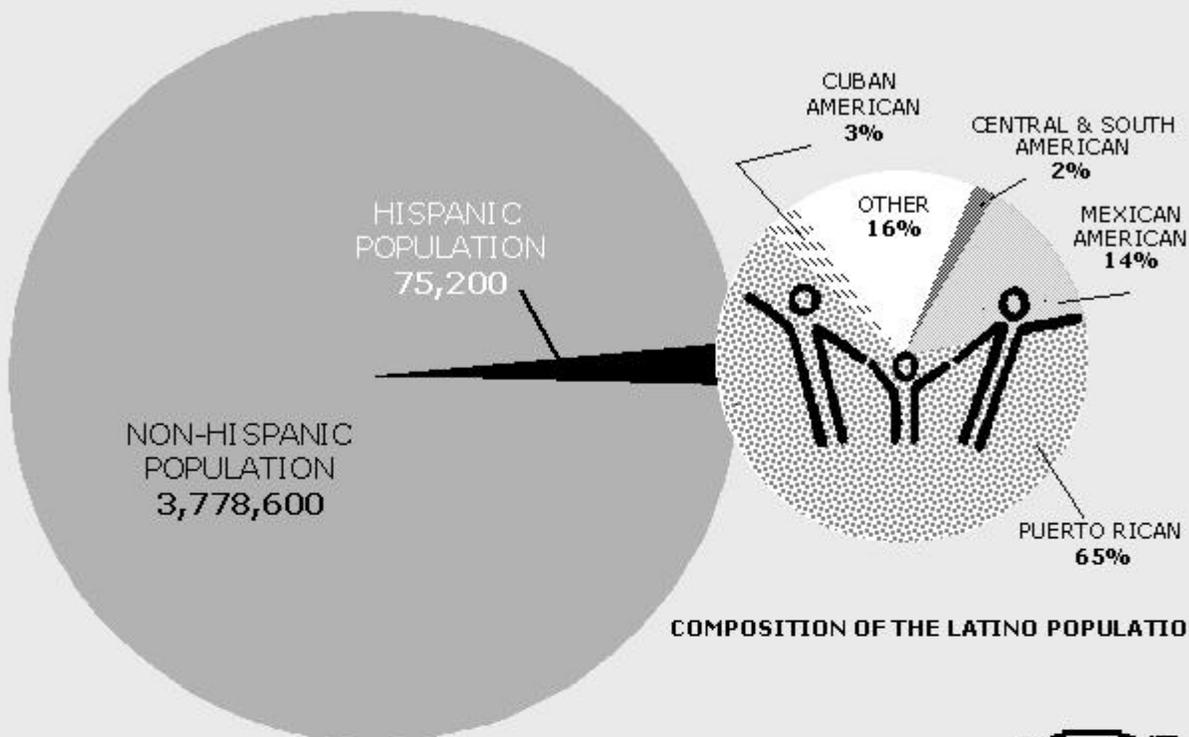
**Cleveland**

**75,200<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Cleveland, OHIO Metro Area



HISPANIC HOUSEHOLDS  23,000

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

**STATION CHANNEL**

No Data Available

### NEWSPAPER

**NAME PUBLISHED**

No Data Available

### RADIO

**STATION DIAL POSITION STATION DIAL POSITION**

**AM**

No Data Available

**FM**

No Data Available

Source: Strategy Research Corporation, 1998

# OREGON

**Total State Population:**  
**2,972,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

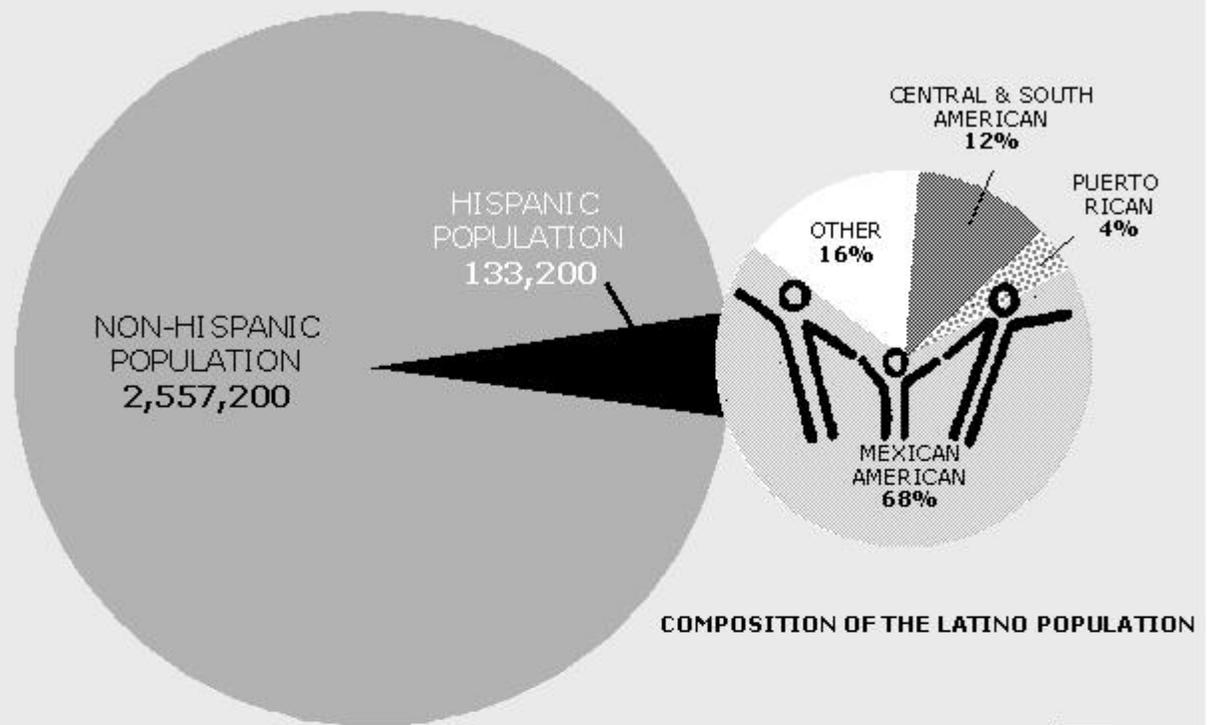
**Portland**

**133,200<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Portland, OREGON Metro Area



HISPANIC HOUSEHOLDS  33,300

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

TELEVISION	
STATION CHANNEL	
KEI	58
NEWSPAPER	
NAME	PUBLISHED
El Hispanic News	Weekly

RADIO			
STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KUIK	1360	No Data Available	
KWBY	940		

Source: Strategy Research Corporation, 1998

# PENNSYLVANIA

**Total State Population:**  
**11,995,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

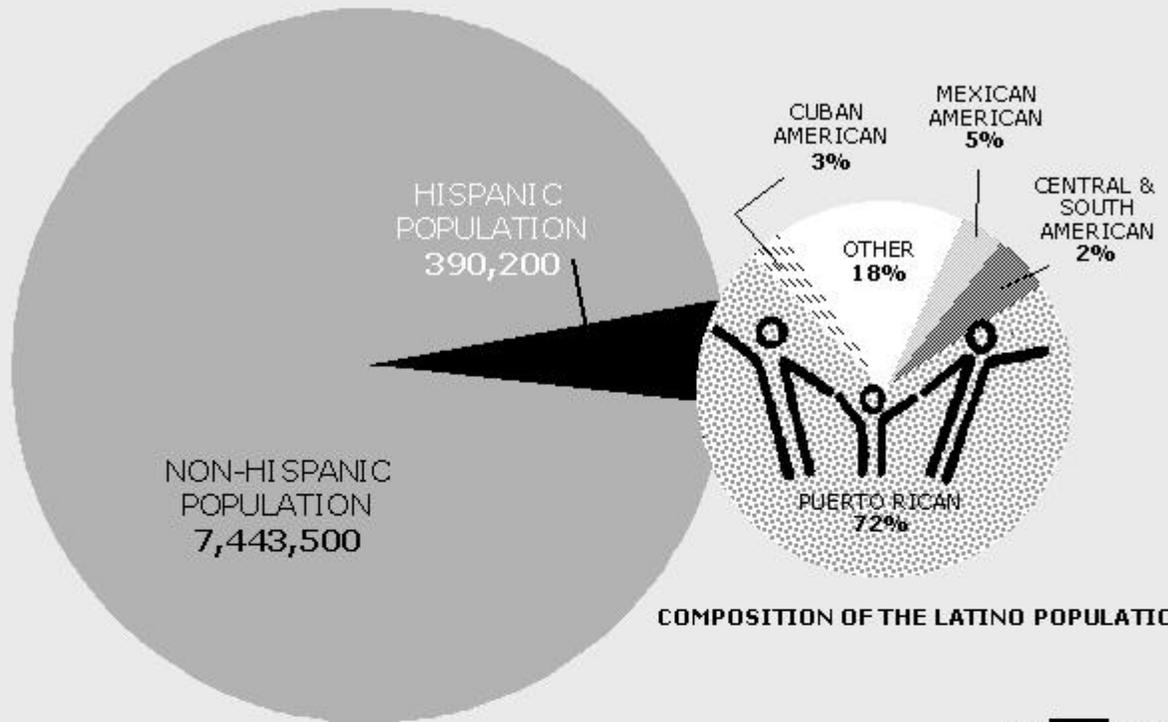
**Philadelphia**

**390,200<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Philadelphia, PENNSYLVANIA Metro Area



HISPANIC HOUSEHOLDS **110,100**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION	CHANNEL
WTGI	61

### NEWSPAPER

NAME	PUBLISHED
Al Dia	Weekly
El Veterano	Bi-Monthly
<b>Bilingual</b>	
El Hispano	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
WHOL	1600	No Data Available	
WMLZ	1270		
WPHE	690		
WREY	1440		
WSSJ	1310		
WTEL	860		
WURD	900		

Source: Strategy Research Corporation, 1998

# RHODE ISLAND

**Total State Population:**  
**1,001,000<sup>1</sup>**

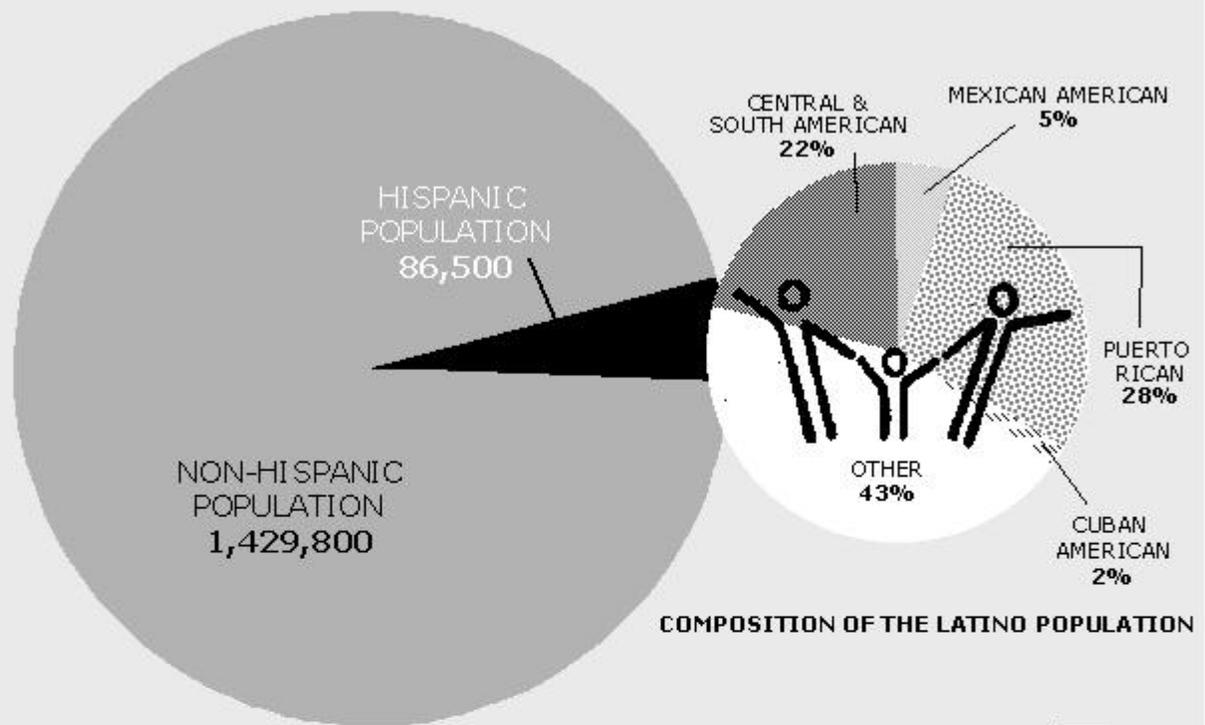
**Total Metro Area Hispanic  
Population in:**

**Providence-New Bedford**  
**86,500<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Providence-New Bedford, RHODE ISLAND Metro Area



HISPANIC HOUSEHOLDS  25,400

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION  
CHANNEL

No Data Available

### NEWSPAPER

NAME PUBLISHED

No Data Available

### RADIO

STATION DIAL POSITION STATION DIAL POSITION

AM

FM

WRCP

1290

No Data Available

WRIB

1220

Source: Strategy Research Corporation, 1998

# TEXAS

**Total State Population:  
17,683,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

**Amarillo  
Austin  
Corpus Christi  
Dallas-Fort Worth  
El Paso  
Houston  
Laredo  
Lubbock  
McAllen-Brownsville  
Odessa-Midland  
San Antonio  
Waco-Temple**

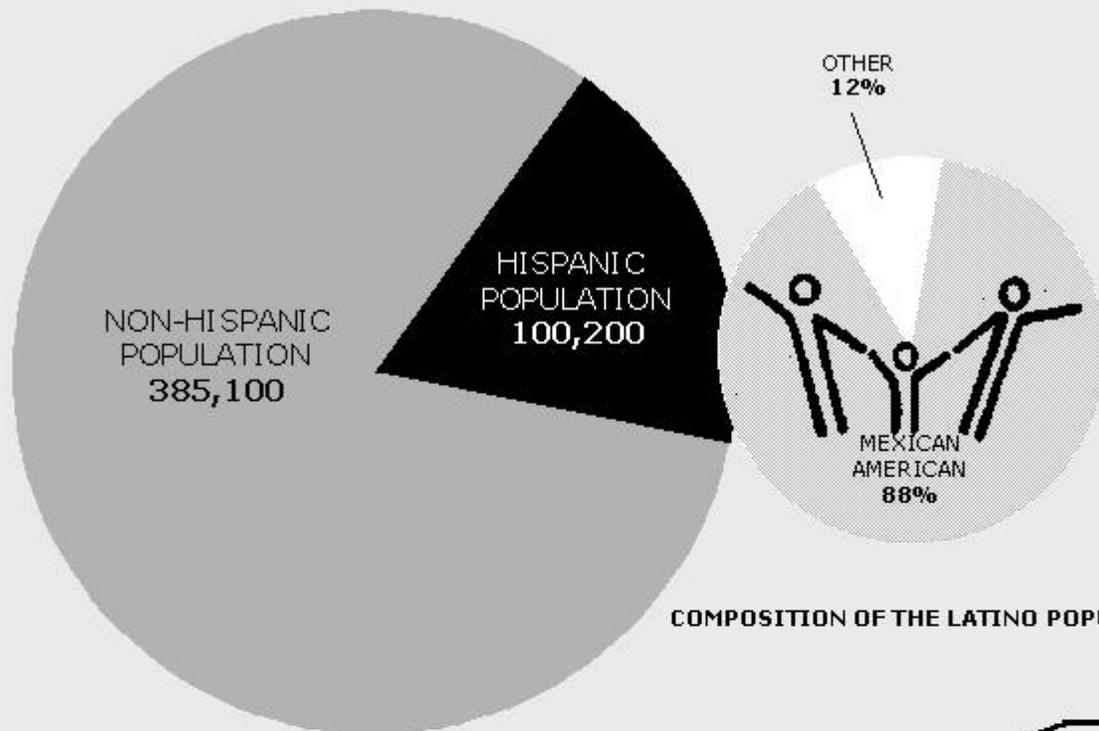
**5,789,100<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Amarillo, TEXAS

## Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS  27,000

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

**STATION CHANNEL**  
No Data Available

#### NEWSPAPER

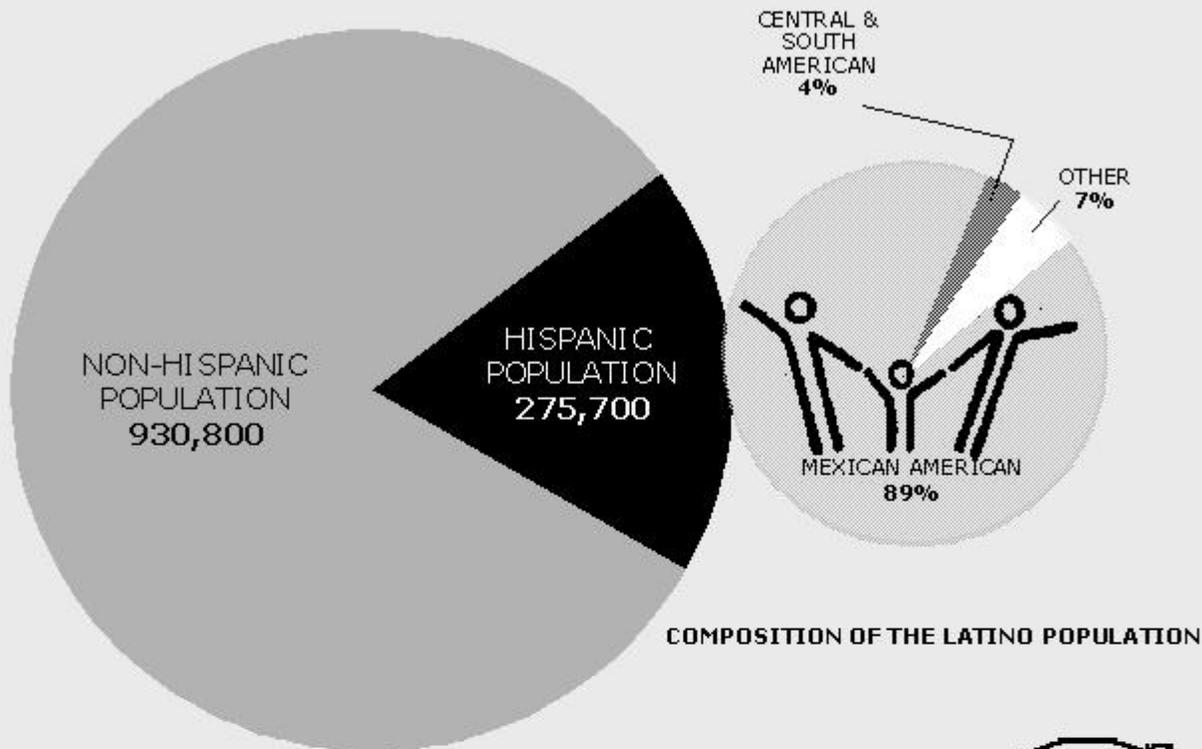
NAME	PUBLISHED
El Mensajero	Weekly

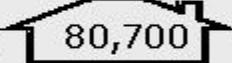
#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KZIP	1310	KGRW	94.7
		KQFX	104.3

Source: Strategy Research Corporation, 1998

# Austin, TEXAS Metro Area



HISPANIC HOUSEHOLDS  80,700

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KGBS	65
K11SF	11
K30CE	30

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

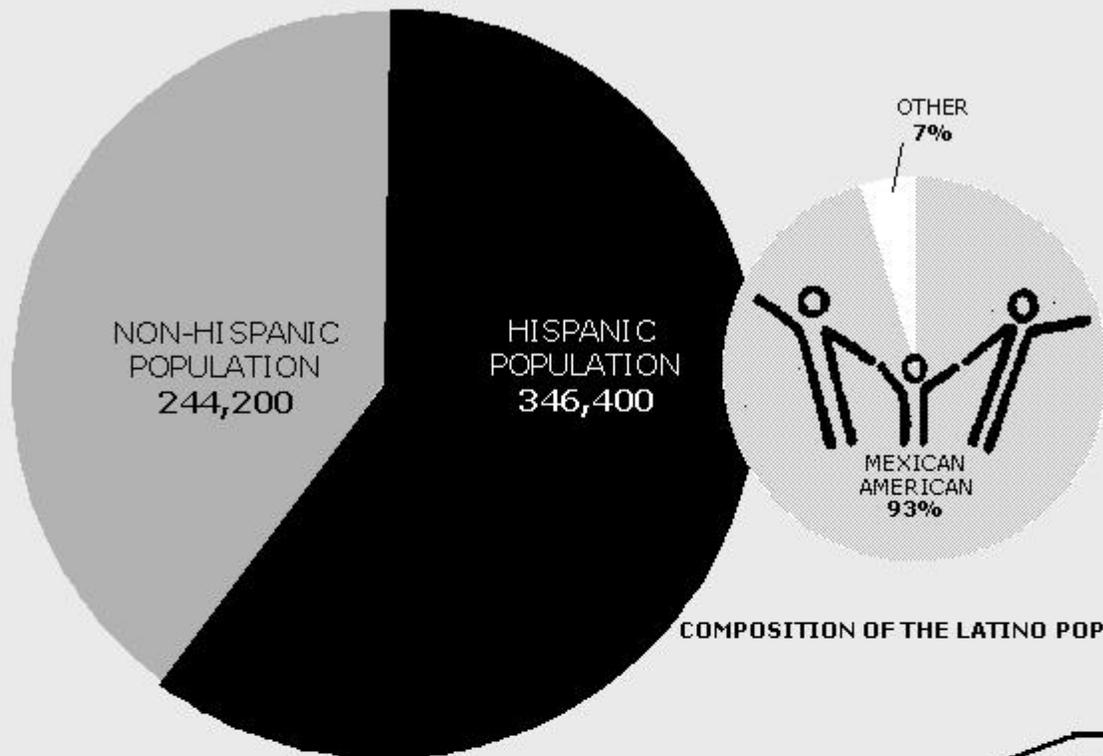
### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KELG	1440	KKLB	92.5
KSPL	1470		
KTAE	1260		
KTXZ	1560		

Source: Strategy Research Corporation, 1998

# Corpus Christi, TEXAS

## Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS  98,000

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KORO	28
KAJA	68
K49DV	49
K38EB	38
K68OJ	68

#### NEWSPAPER

NAME	PUBLISHED
No Data Available	

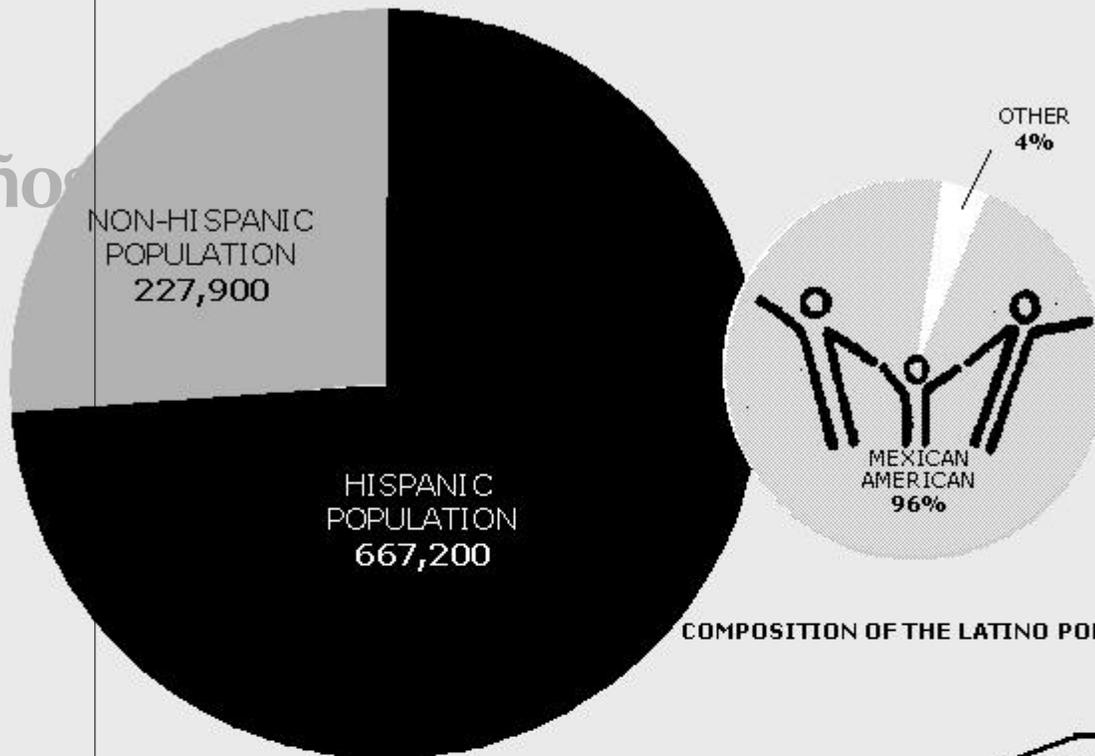
#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KCCT	1150	KBSO	94.7
KIBL	1490	KKHQ	98.3
KINE	1330	KMFM	104.9
KOPY	1070	KMIQ	105.1
KPSO	1260	KNDA	102.9
KUNO	1400	KPSO	106.3
		KSAB	99.9

Source: Strategy Research Corporation, 1998



# El Paso, TEXAS Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **177,900**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KINT	26
XEJ	5
XEPM	2
XHIJ	44

### NEWSPAPER

NAME	PUBLISHED
Diario de Juarez	Daily
El Paso Hispanic	Weekly
Norte de Ciudad Juarez	Daily

### RADIO

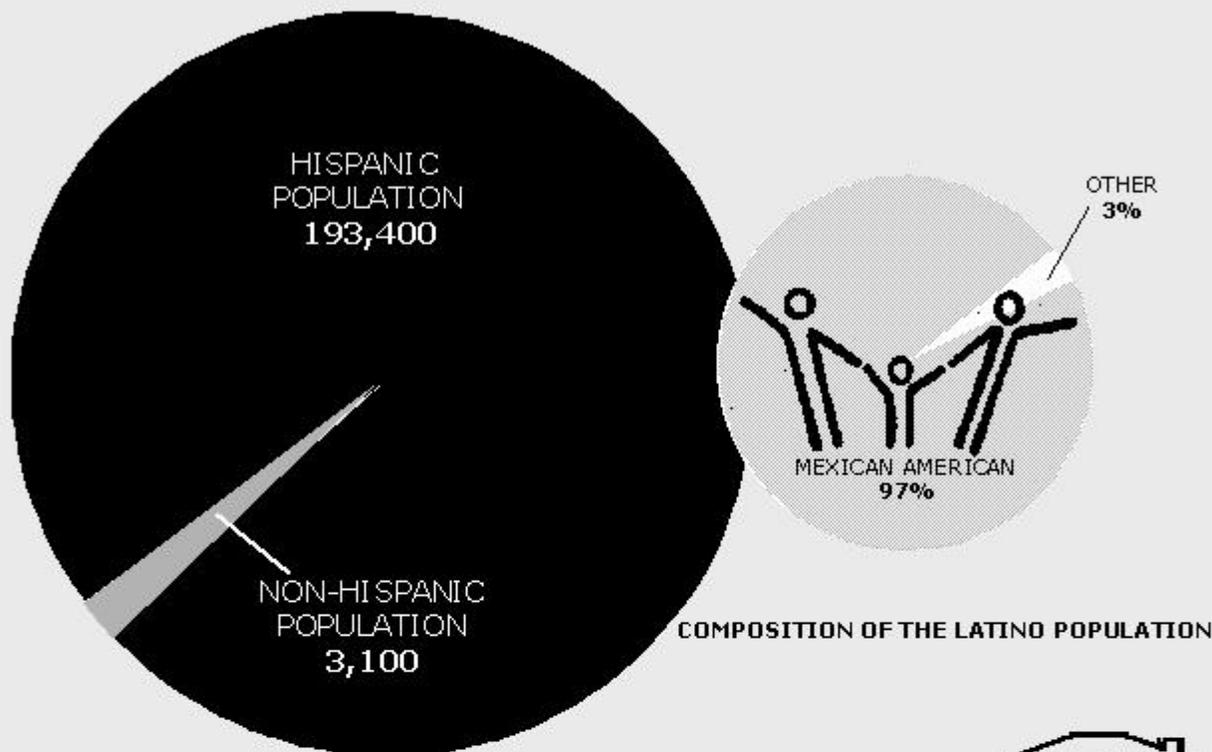
STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>			
KAMA	750	XEWG	1240
KBNA	920	XEWR	1110
KELP	1590	XEYC	1460
KFNA	1060	XEZOL	860
KOTS	1230		
KSVE	1150	<b>FM</b>	
KVIV	1340	KBNA	97.5
XECJC	1490	KINT	93.9
XEF	1420	KPAS	103.1
XEFV	1000	XHEM	103.5
XEJ	970	XHGU	105.9
XEJCC	1520	XHH	100.7
XEJPV	1560	XHIM	105.1
XEP	1300	XHNZ	107.5
XEPZ	1190	XHPX	98.3
XEROK	800	XHTO	104.3

Source: Strategy Research Corporation, 1998



# Laredo, TEXAS

## Metro Area



HISPANIC HOUSEHOLDS  49,600

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KLDO	27
XEFE	2
XHBR	11

#### NEWSPAPER

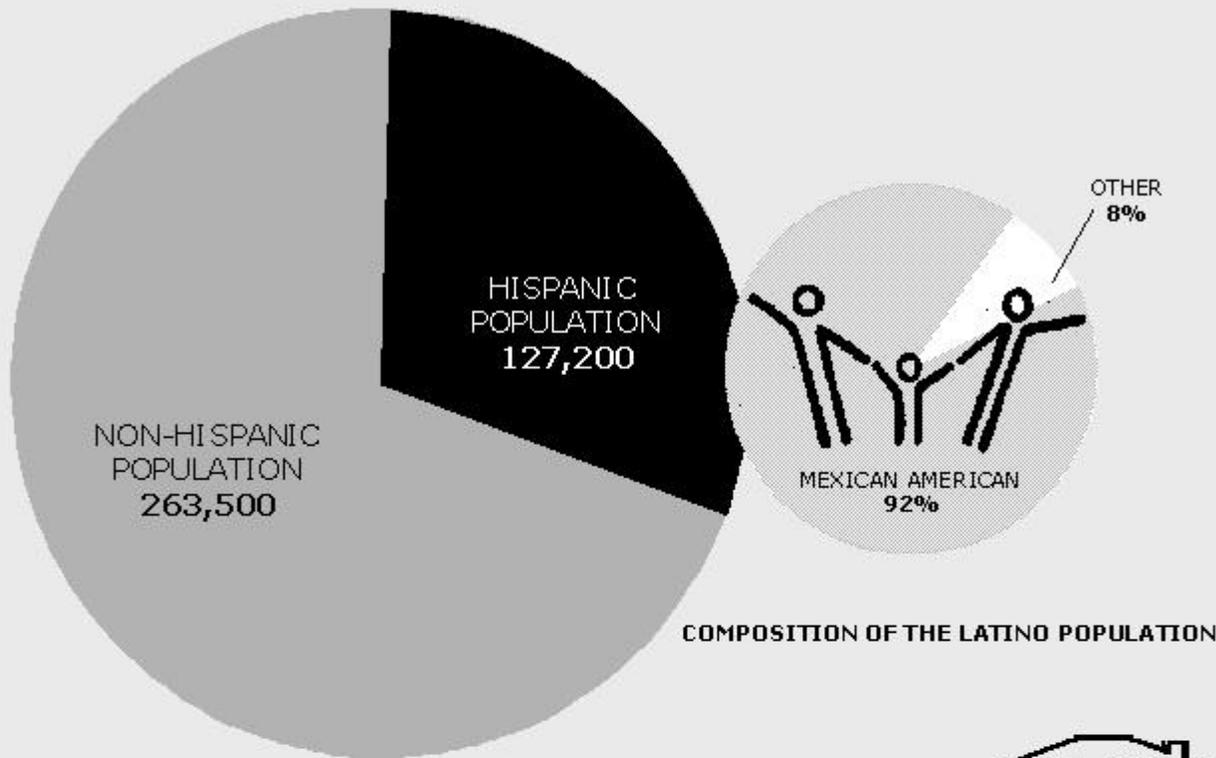
NAME	PUBLISHED
El Mañana	Daily
<b>Bilingual</b> Noticias En Español/Times	Daily

#### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KDOS	1490	KBDR	100.5
KLAR	1300	KJBZ	92.7
XEAS	1410	KZTQ	106.1
XEGNK	1370	XHAS	101.5
XEK	960	XHMW	102.3
XENLT	1000	XHNC	99.3
XENU	1550	XHNOE	91.3
XEWL	1090		

Source: Strategy Research Corporation, 1998

# Lubbock, TEXAS Metro Area



HISPANIC HOUSEHOLDS **33,400**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KBZO	51
K44DA	44
KTXQ	48

### NEWSPAPER

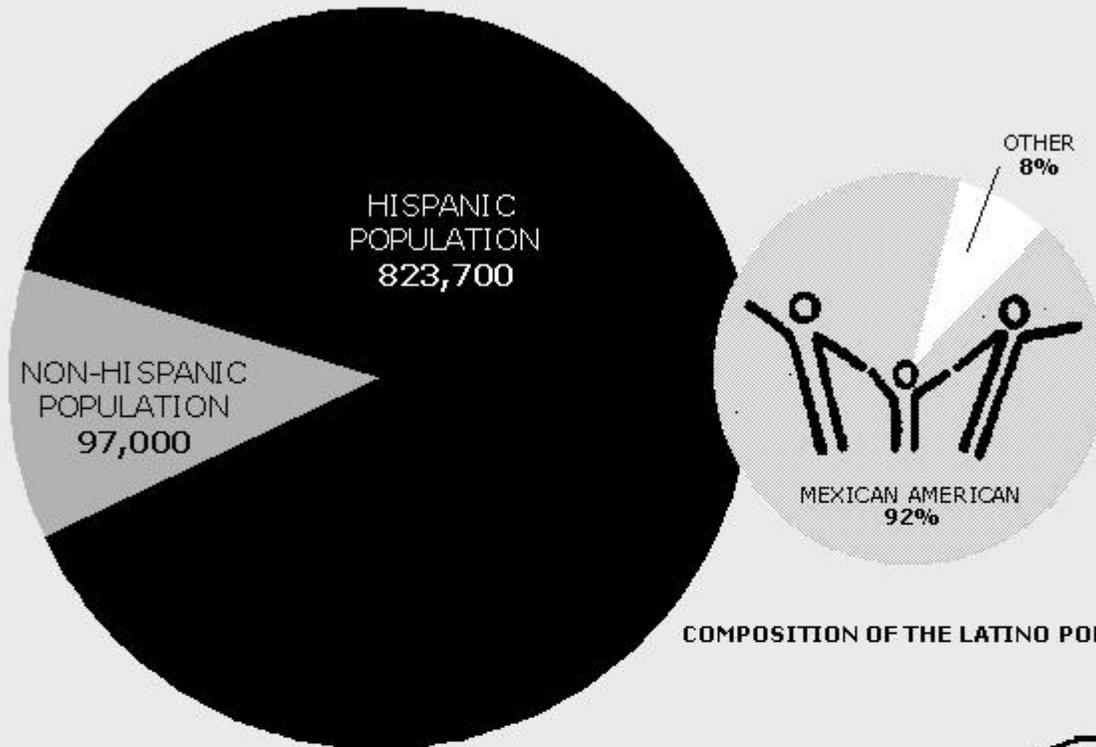
NAME	PUBLISHED
<b>Bilingual</b>	
El Editor	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KBZO	1460	KEJS	106.5
KCLR	1530	KXTQ	93.7
KLFB	1420		
KMUL	1380		
KXTQ	950		

Source: Strategy Research Corporation, 1998

# McAllen-Brownsville, TEXAS Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **202,900**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KGBT	4
KNVO	48
XHAB	7
XHRIO	2

### NEWSPAPER

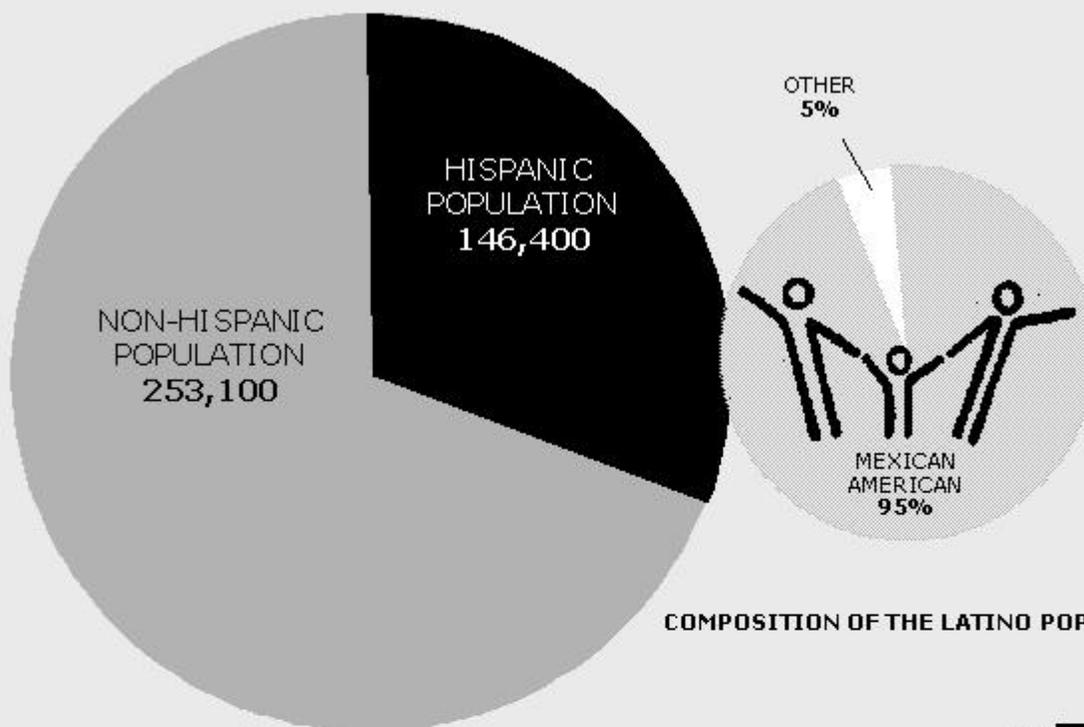
NAME	PUBLISHED
El Clam or	Bi-Weekly
El Heraldó	Daily
El Periódico USA	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KBOR	1600	KBMI	97.7
KGBT	1530	KCTM	103.1
KIRT	1580	KGBT	98.5
KRGE	1290	KIWW	96.1
KRIO	910	KKPS	99.5
XERKS	940	KQXX	98.5
XERT	1170	KTJN	106.3
		KTJX	105.0
		XHRT	95.3

Source: Strategy Research Corporation, 1998

# Odessa-Midland, TEXAS Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS

39,500

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
K49CD	49
K60EE	60

### NEWSPAPER

NAME	PUBLISHED
<b>Bilingual</b>	
E1 Editor Permian Basin	Weekly

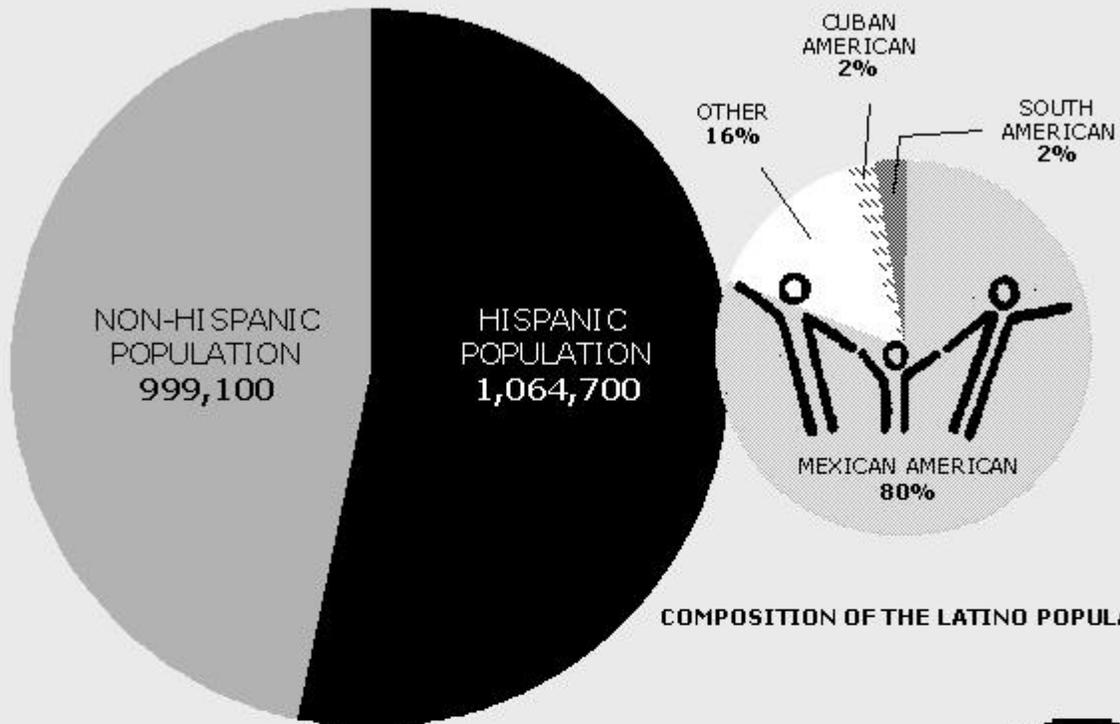
### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KOZA	1230	KBST	94.3
KWEL	1070	KMRK	96.1
		KQLM	107.9
		KXXL	101.3

Source: Strategy Research Corporation, 1998

# San Antonio, TEXAS

## Metro Area



HISPANIC HOUSEHOLDS **300,900**

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

#### TELEVISION

STATION CHANNEL	
KVAW	16
KVDA	60
KWEX	41

#### NEWSPAPER

NAME	PUBLISHED
La Prensa de San Antonio	Weekly

#### RADIO

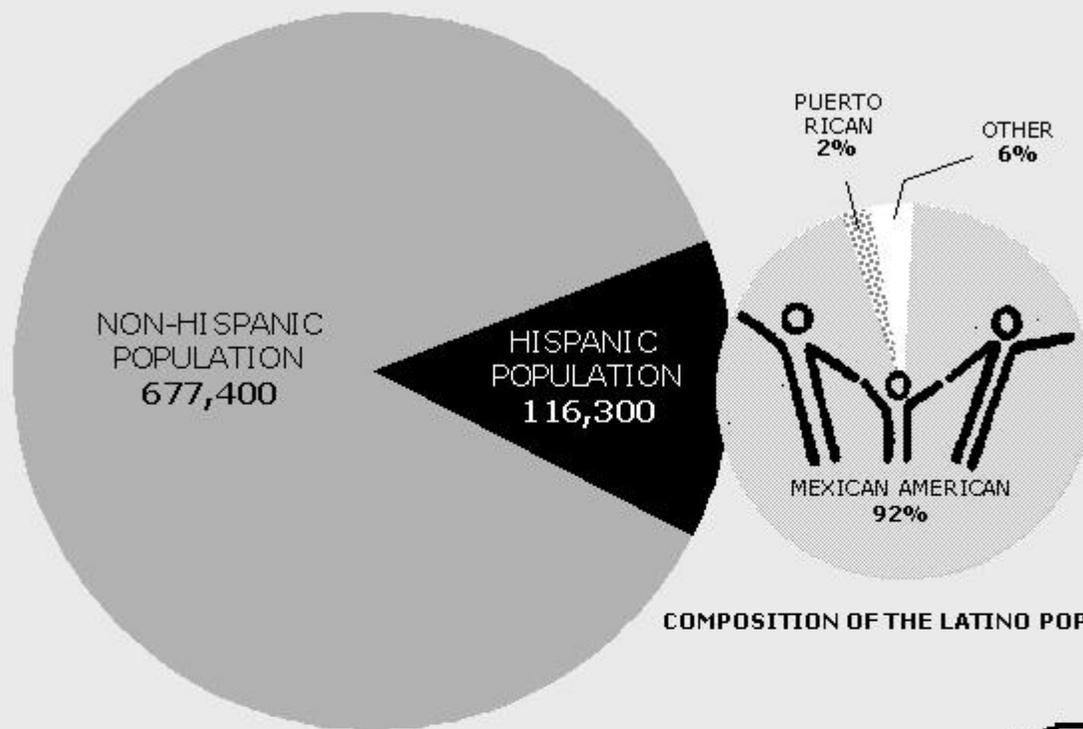
STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KBEN*	1450	KHER	94.3
KBRN	1500	KRIO	94.1
KCOR	1350	KROM	92.9
KEDA	1540	KTDR	96.3
KEPS	1270	KVWG	95.3
KSAH	720	KXTN*	107.5
KSLR	630	XHSG	99.9
KVOU	1400		
KVWG	1280		
KXTN*	1310		
XEMU	580		

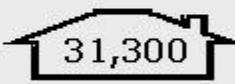
\*Bilingual

Source: Strategy Research Corporation, 1998

# Waco-Temple, TEXAS

## Metro Area



HISPANIC HOUSEHOLDS  31,300

### HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

**TELEVISION**

STATION CHANNEL

No Data Available

**NEWSPAPER**

NAME PUBLISHED

No Data Available

**RADIO**

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KRMY	1050	KMBA	99.5

Source: Strategy Research Corporation, 1998

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**NOTES**

# UTAH

**Total State Population:**  
**1,811,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

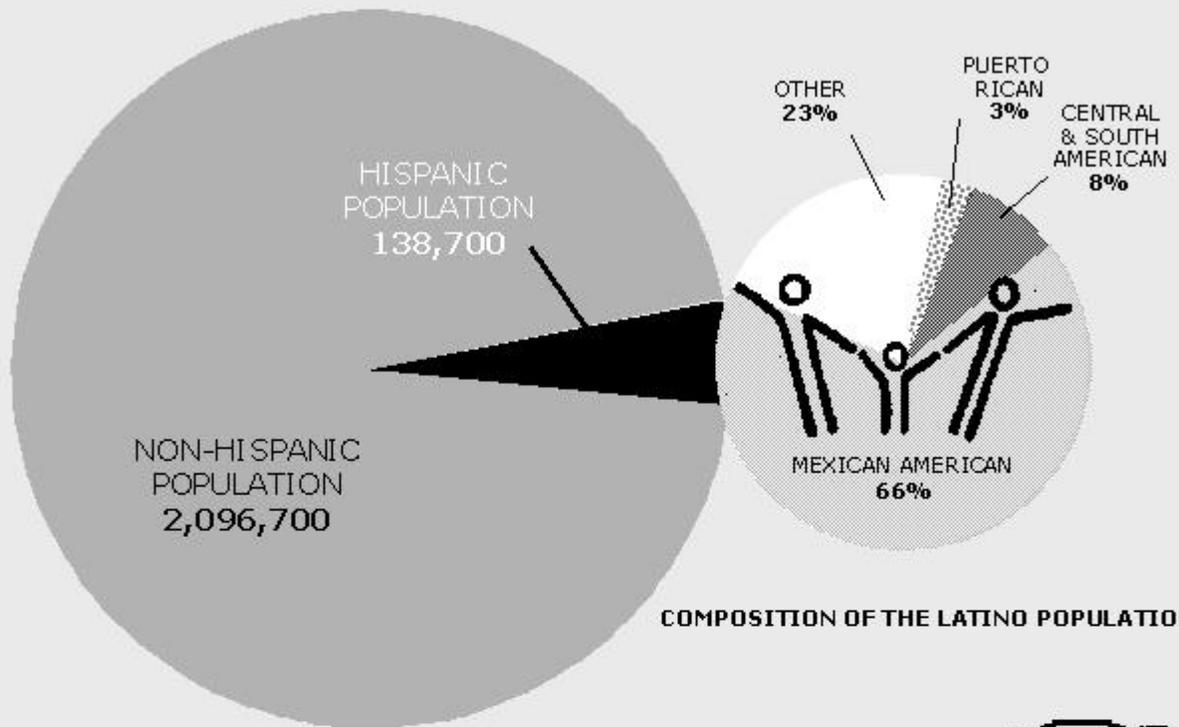
**Salt Lake City**

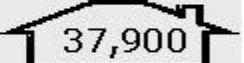
**138,700<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Salt Lake City, UTAH Metro Area



HISPANIC HOUSEHOLDS  37,900

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
K48EJ	48
K21ET	21
K66FN	66

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KSVN	730	No Data Available	

Source: Strategy Research Corporation, 1998

# WASHINGTON

**Total State Population:  
5,143,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

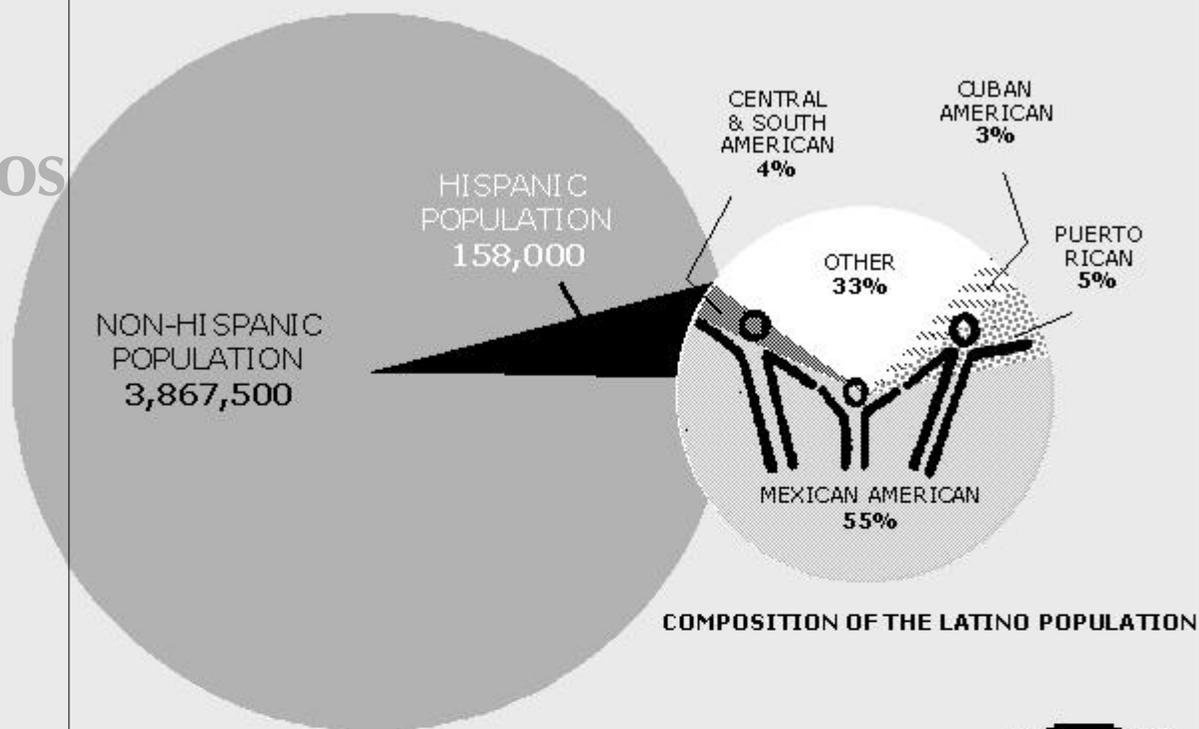
**Seattle-Takoma  
Yakima**

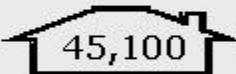
**267,900<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Seattle-Tacoma, WASHINGTON Metro Area



HISPANIC HOUSEHOLDS  45,100

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL

No Data Available

### NEWSPAPER

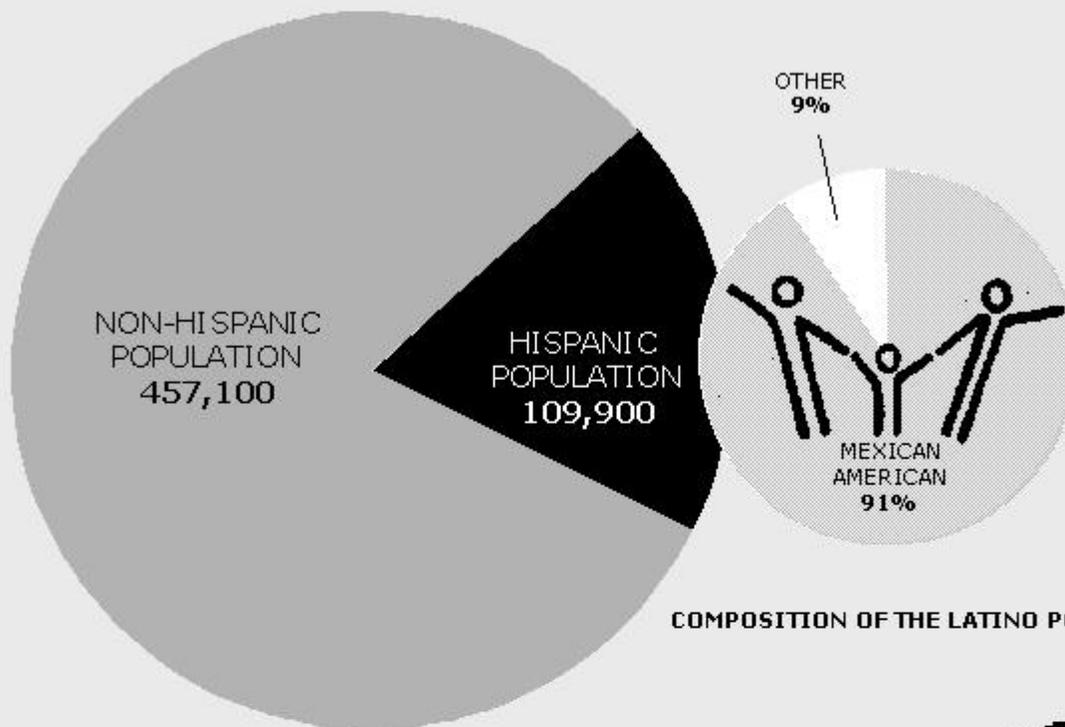
NAME	PUBLISHED
El Mundo	Weekly

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
KBRO	1490	No Data Available	
KNTB	1480		

Source: Strategy Research Corporation, 1998

# Yakima, WASHINGTON Metro Area



COMPOSITION OF THE LATINO POPULATION

HISPANIC HOUSEHOLDS **25,100**

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION CHANNEL	
KCJT	17
K16DO	16
K49EI	49
K66EU	66

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
<b>AM</b>		<b>FM</b>	
KGDC	1320	KRCW	96.3
KJOX	930	KZTA	96.9
KYXE	1020	KZTB	96.7

Source: Strategy Research Corporation, 1998

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**NOTES**

# WISCONSIN

**Total State Population:**  
**4,993,000<sup>1</sup>**

**Total Metro Area Hispanic  
Population in:**

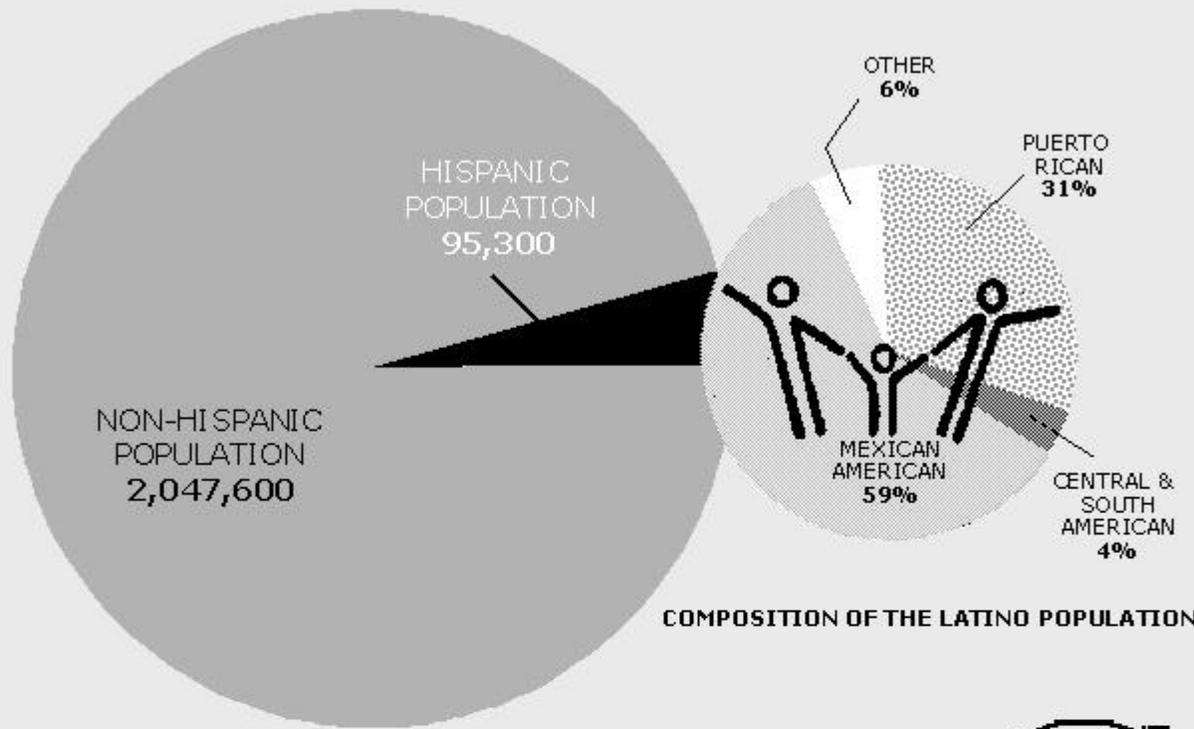
**Milwaukee**

**95,300<sup>2</sup>**



<sup>1</sup> 1996, Statistical Abstract of the US  
<sup>2</sup> 1998, Strategy Research Corporation

# Milwaukee, WISCONSIN Metro Area



HISPANIC HOUSEHOLDS  25,300

## HISPANIC TELEVISION, RADIO, AND NEWSPAPERS

### TELEVISION

STATION	CHANNEL
W46AR	46

### NEWSPAPER

NAME	PUBLISHED
No Data Available	

### RADIO

STATION	DIAL POSITION	STATION	DIAL POSITION
AM		FM	
WBJX	1460	No Data Available	

Source: Strategy Research Corporation, 1998

# NOTES

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# NOTES

# COMMUNICATING WITH HISPANIC/LATINO CUSTOMERS

## A Qualitative Study Among Hispanic/Latino Community Leaders at Targeted Sites about Child Support Enforcement<sup>1</sup>

### Executive Summary

Hispanics are the fastest growing segment of the US population. Recently reported population Census patterns show they are concentrated in 10 states and in many large metropolitan areas, rather than constituting a fixed population pattern of 10 percent across the country.

With US Census data indicating that there are over 1.2 million custodial parents of Hispanic/Latino origin—and that child support collection rates are 35% for Hispanic/Latino mothers in contrast to 64% for White mothers—the national Office of Child Support Enforcement (OCSE) is employing a “marketing” approach to Hispanic/Latino customer service and customer satisfaction. This is to be able to provide technical assistance in these areas to assist States and communities to address outreach to this segment of the OCSE customer service base. Effective “marketing” means knowing about Hispanic/Latino child support customers—where they live across the country, and how to communicate with them and provide the information and services to achieve Office of Child Support Enforcement (OCSE) goals.

A critical information and services conduit to Hispanic/Latino families is the Hispanic/Latino community-based organization (CBO). There are over 6,000 Hispanic/Latino CBOs in the United States. Some are national

1. HMA Associates. *Communicating with Latino Customers: A Qualitative Study Among Latino Hispanic/Latino Community Leaders in Washington DC, New York NY, Miami FL, Los Angeles CA, San Antonio TX About Child Support Enforcement.* 1998

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in scope, but most are, as the name implies, community-based. This research study employing focus groups was undertaken to gather qualitative data from Hispanic/Latino CBO leaders about child support enforcement and their community. This data will augment Hispanic/Latino “market” data pinpointing where Hispanics/Latinos live, and be used to develop an OCSE Guide for effective communications with Hispanic/Latino customers.

Focus groups were conducted by the national Office of Child Support Enforcement at five targeted sites. Hispanic/Latino community organization leaders in San Antonio, Texas, Los Angeles, California, Washington DC, New York, New York, and Miami, Florida discussed how to communicate more effectively with Hispanic/Latino customers, the type of child support information needed and value of partnering with CBOs. The focus group participants collectively represented a cross section of community leaders from the health, education, social service, judicial and multi-service agencies serving Hispanic/Latino communities. They identified themselves as Mexican Americans, Puerto Ricans, South and Central Americans, Cuban Americans and some, a combination of Hispanic/Latino groups.

A primary goal of the study was to find out what they know about child support enforcement and the services available, and what kind of CSE information they receive. The focus groups also discussed Hispanic/Latino attitudes about child support, and enforcement, and whether there any barriers that should be known. The value of Hispanic/Latino community organization partnering with Child Support Enforcement Offices as a viable means of information dissemination and outreach to Hispanic/Latino parents was another topic of the focus groups.

## FOCUS GROUP FINDINGS

### Child Support Enforcement Information Dissemination

About half of the Hispanic/Latino community leaders indicated that there is a general lack of knowledge about child support enforcement requirements, services and new PRWORA (Welfare Reform) provisions. Hispanic/Latino communities across the country usually do not have specific information that the State and local agencies can provide a number of child support services, and that application for Temporary Assistance to Needy Families (TANF) mandates pursuing child support remedies first before assistance can be considered.

There is concern that Hispanic/Latino non-custodial parents are at risk of not knowing about the new Welfare Reform provisions and the consequences (license revocation and jail) of failing to meet child support requirements.

### Latino Community-Based Organizations, Sources of CSE Information

Presently, CBO leaders primarily rely on trusted family, friends and colleagues from within and outside the CBOs and “child related” programs to obtain information about child support enforcement. They do not receive CSE information directly.

### CBO Knowledge about CSE Laws and Access to Services

The community leaders reiterated that the child support enforcement system nationally and in the States, needs to have at least a basic knowledge about and an understanding of Hispanic/Latino customers in their communities, and the role of the Hispanic/Latino community-based organizations, primarily in the social services area. This would assist them

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to plan for Hispanic/Latino outreach and enforcement that they need. The services available to non-custodial parents are especially needed, as well as ensuring non-custodial parents understand the consequences of not paying child support.

### **How to Communicate CSE Requirements and Availability of Services**

Communicating child support enforcement (CSE) requirements and program services to the Hispanic/Latino communities across the nation is not a matter of mere translation into the Spanish-language of material in English. This is not effective because literal translations will not say what is intended in English. It was pointed out that Hispanic/Latino CBOs need the CSE information in English also. Depending on the part of the country, information in Spanish may be needed more than in other parts. It is important to know the CSE Hispanic/Latino “market”—where CSE information is needed in general and where Spanish-language materials are necessary to inform Hispanic/Latino customers. The CBOs are in a position to provide assistance in this regard.

Spanish-language adaptations at appropriate literacy levels, rather than literal translations are most effective. In States and communities with large Hispanic/Latino residents, dissemination of CSE information is most effective in both Spanish and English through Hispanic/Latino media: Radio and TV PSAs, posters, and ads with visuals in Hispanic/Latino magazines, and Hispanic/Latino newspapers. Pamphlets and brochures unless “marketed” in the right places do not get to their intended readers. CBO leaders felt that this type of “marketing”—targeting where to send the information, in this case, to Hispanic/Latino community-based organizations—will help the parents and also help the child support enforcement network to increase Hispanic/Latino child support collections and paternities.

## The Content of the Information for Hispanics/Latinos is Important

Positive and non-threatening CSE services information for Hispanic/Latino custodial parents is more likely to be accepted and acted upon, and is needed at all focus group locations.

Tailored messages in Spanish and English, with consideration to cultural values and beliefs that Hispanics/Latinos attach to the role of the family and extended family relationships such as “respeto” (respect), “personalismo” (personalism), and certain child support related words in Spanish, such as “obligación (obligation), “palabra” (word of honor), and “cumplir” (meeting an obligation)—are more effective.

The CBO leaders focused on the following:

**Use of Spanish and English-Language.** In certain states and communities, there is a need for culturally relevant Spanish and English-language child support information for Hispanic/Latino customers via the CBOs and the popular local media in Spanish and English, and for bilingual staff that can explain the CSE program.

**Obtain a Local Hispanic/Latino Profile.** States and communities will benefit in terms of increased collections and paternities if they expand their baseline knowledge about their Hispanic/Latino community(ies), such as population composition and socio-economic factors, educational levels, language preference, income and employment. It would also be useful to know about historical or local issues that could hinder some Hispanics/Latinos from seeking services or cause them not to (be able to) comply with requirements. For example, some CBO leaders who have had contact with CSE offices perceived their experiences as disrespectful. They reported that CBO clients who have had contact with child support offices perceived their experiences as disrespectful.

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**Understanding Important Cultural Perceptions.** Child support, like divorce, appears to be a private matter within the Hispanic/Latino community. Thus parents are more likely to first seek advice, support and assistance about child support matters from family members, friends, neighbors, “compadres” (godparents) or community leaders that they trust. Use of the traditional Hispanic/Latino avenues of information dissemination is very effective for other social programs. Partnering with the CBOs would be beneficial to the Hispanic/Latino communities and to CSE agencies.

**Attention to and Understanding of Stressors.** A consideration of cultural factors operant in a particular Hispanic/Latino community is needed, such as understanding that when information about child support enforcement is not available to Hispanic/Latino custodial and non-custodial parents about how the system works, it creates stressors on top of those experienced by some parents—those created by severe economic hardships and for some, fear of domestic violence. Consulting with local CBOs is “good business” about how to provide information about PRWORA requirements and its protections is recommended.

**The Value of Building Partnerships with Hispanic/Latino CBOs.** Hispanic/Latino community leaders expressed a keen interest in partnering with local Child Support Enforcement Offices to disseminate child support materials in their communities. They recommended jointly designed advisory panels to assist child support agencies to develop culturally effective plans and outreach strategies for their communities to target Hispanic/Latino parents to increase collections and establish paternities. They are interested in researching why collection rates are lower for Hispanic/Latino mothers and what can be done to raise them.

**An OCSE Guide for Effective Communications with Hispanic/Latino Parents.** The community leader participants agreed that an important step forward to help the CSE system to build a national information base about Hispanics/Latinos that can be used to develop CSE information for Hispanic/Latino communities is to develop a Guide. This type of resource, coupled with partnering with the local CBOs, would make a meaningful impact in their communities.

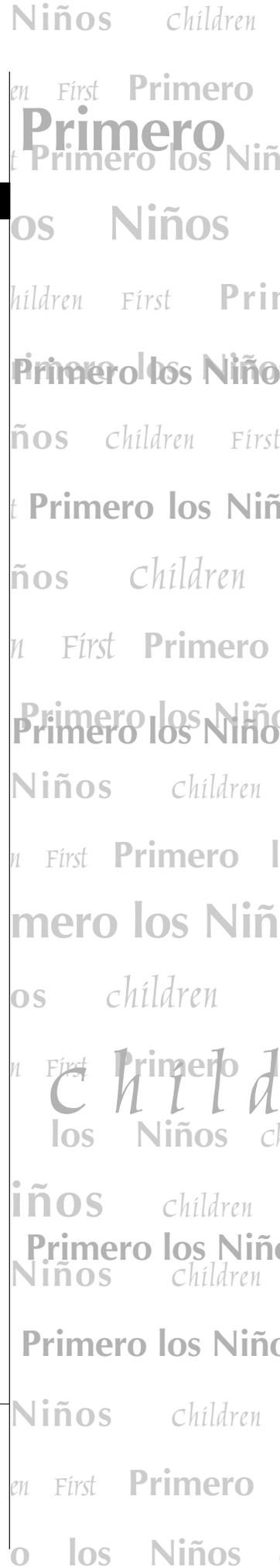
**Hispanic/Latino Community Leaders' Recommendations.** The community leaders also recommended developing specific plans and strategies that would include:

❖ **Annual CSE Packets to Local Hispanic/Latino CBOs**

Sending a package at least once a year, such as the IRS sends every year to the community-based organizations. This was mentioned as the most effective way to ensure that child support enforcement information becomes available to the Hispanic/Latino communities throughout a State. They suggested following the same IRS format: Send annually, written and audiovisual information for the CBOs to share with their clients and which can also be used to coordinate CSE workshops and seminars. Both English and Spanish materials are needed. Include names of contact persons.

❖ **Provide CSE Speakers at Hispanic/Latino Community Events**

Latino community leaders highly recommended that CSE officials make presentations at Hispanic/Latino community centers, PTA meetings, and at sex education classes at junior and senior high schools, etc. They offered to provide calendars of events for their centers and to assist in obtaining others pertinent to State and local child support agencies.



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❖ **Provide CBO with “Train the Trainer” CSE Sessions**

Latino community leaders expressed an interest in being “trained” by CSE officials in formal sessions about the new child support requirements and protections they should know about so that they can provide better information and referrals to CSE offices at the community level.

❖ **Integrate CSE Information into Existing Opportunities**

The Hispanic/Latino community leaders suggested jointly assessing with State and local CSE officials which assemblies and sessions would be good opportunities to talk to or provide information about child support enforcement directly to parents who are divorcing. There are other community networks and venues that would be excellent opportunities for outreach to Hispanic/Latino parents.

## CUSTOMER SATISFACTION FOCUS GROUPS

### A Qualitative Study Among Hispanic/Latino Child Support Enforcement Limited English Proficiency Customers <sup>1</sup>

#### Executive Summary

Since US Census data indicated that there are over 1.2 million custodial parents of Hispanic/Latino origin, and that child support collection rates are 35 percent for Hispanic/Latino mothers in contrast to 64 percent for White mothers, the national Office of Child Support Enforcement conducted focus groups with Hispanic/Latino custodial and non-custodial parents on issues related to customer satisfaction. This included reactions to a proposed customer satisfaction survey.

In 1998, the HHS Office of Child Support Enforcement conducted focus groups at three sites. Spanish-speaking or limited English proficiency custodial and non-custodial parents in Homestead, FL, in the Miami metropolitan area, in Falls Church, VA, in the Washington DC metropolitan area, and in Burlingame, CA, in the San Francisco metropolitan area, filled out a proposed survey that was translated into Spanish. They also discussed subjects related to survey questions. These included how to communicate more effectively with custodial and non-custodial parents about child support enforcement services and to increase child support collections. The focus groups were conducted in Spanish. Federal Central and Regional office, State, and contractor child support staff participated as observers.

The primary goal of the study was to test the customer satisfaction survey with Hispanic/Latino parents and discuss general issues related to child support enforcement. The survey included questions about telephone

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1. HMA Associates. *Child Support Enforcement Customer Satisfaction Focus Group Forums for Limited English Proficiency Customers in Homestead FL, Falls Church VA, and Burlingame CA.* 1998

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contact, visits to child support offices, satisfaction with the telephone and office contacts, and the information received. It also asked whether case files were up to date, the timeliness of information requests, convenience of office locations, whether the customer was treated respectfully, about reception areas, regard for family privacy, and whether forms and materials were easy to understand.

Regarding receiving payments, the survey asked about their timeliness, whether delays were encountered, and whether staff explained clearly about what a family could expect regarding agency services.

Another area surveyed was whether information provided was followed up quickly, that the case file was handled in a timely manner, that written materials such as letters and payment records were easy to understand, and whether problem resolution was timely.

The focus group participants also discussed whether they had encountered barriers to receiving information or services, and what they recommended would be helpful to them.

## **Focus Group Findings**

### **Reactions to the Customer Service Survey**

The majority of the participants indicated that the survey was difficult for them to understand even though it was in Spanish. For example the concept of *customer satisfaction* was used throughout the survey, but not defined so they could more easily answer the questions.

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### **Knowledge of Child Support Enforcement Laws**

The majority of the participants were generally aware about child support enforcement. However they did not know about specific child support enforcement laws, particularly new Welfare Reform provisions. Almost none of the participants at any of the sites knew about TANF (Temporary Assistance for Needy Families) or received TANF.

### **Knowledge about Child Support Enforcement Services**

Although most of the participants knew about child support enforcement, they did not know about specific services provided by child support enforcement offices, such as establishing paternity or how to obtain a child support order.

### **Familiarity with Child Support Enforcement Office Locations**

Most of the participants at each site did not know where the local child support offices were located.

### **Familiarity with Child Support Publications**

Almost none of the participants knew that there were child support enforcement publications or other information available, nor that there might be Spanish-language materials.

### **“Mi Familia, Nuestra Vida” Handbook**

Almost all of the focus group participants had not seen the “Mi Familia, Nuestra Vida” child support enforcement handbook. When given to them to review, it was well received. They indicated however, that they would prefer a shorter, more basic bilingual version.

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### **Barriers to Accessing Child Support Services**

Participants who had current cases, when asked what obstacles they had encountered, mentioned most often:

- ❖ Received rude and disrespectful treatment by CSE staff
- ❖ Difficulty in getting a “live” person on the phone
- ❖ Fear of automated telephone response systems
- ❖ Child support agency hours conflicting with work schedules
- ❖ Did not have information about child support and services
- ❖ Cases taking too long to be processed after providing information
- ❖ Lack of follow-through on services by child support staff

### **Access to the Internet**

Only one participant knew that child support information was available on the Internet, but could not access it personally. They did not appear to have easy access to the Internet in general.

### **Communicating CSE Requirements and Availability of Services**

Latino custodial and non-custodial parents in the focus groups indicated that there is a need to target communications about child support enforcement services in their communities. They felt that solving this communications barrier would enable them to take steps to collect child support for their children.

The participants at all three sites corroborated what the Hispanic/Latino community-based organization leaders said in other child support enforcement focus groups—that there is a lack of knowledge generally about child support enforcement requirements and, particularly about specific services available to Hispanic/Latino customers.



They suggested that to reach out to Hispanic/Latino parents effectively, consideration be given to providing child support enforcement information in English and Spanish, highlighting services and information that they need to work with child support staff. Most of the parents indicated that they did not have time to read a comprehensive document such as the “Mi Familia, Nuestra Vida” handbook with case studies and legal provisions. They said they needed more basic information.

The focus group participants felt that attention should be paid to understanding that Hispanic/Latino parents often perceive rudeness and lack of respect as a form of discrimination. But, that these might stem from communication problems.

There was a lot of discussion that communicating child support enforcement services to Hispanic/Latino parents by translating English brochures and booklets into Spanish is not effective. Adapting materials to make them culturally relevant, and writing them at appropriate literacy levels, was suggested to make the greatest communication impact to help Hispanic/Latino parents to access CSE services and be able to talk to caseworkers.

To reach non-custodial parents with messages about child support, they said that consideration be given to incorporating cultural values and beliefs that Hispanics/Latinos attach to the role of the father, such as “obligación” (obligation), “palabra” (your word), “honor” (your honor), and “responsabilidad” (responsibility).

To help custodial parents access child support enforcement services they recommended that the value that Hispanics/Latinos place on the concept of “familia” (family) be part of the message. In other words, the importance of both parents’ involvement in the upbringing of children for the sake of

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the family’s well being could be stressed.

They said that excellent places for disseminating child support enforcement information are local Hispanic/Latino community centers where parents often go for a number of events or classes, including parenting classes.

### **Focus Group Recommendations**

#### **The Survey**

Although the survey was translated into Spanish, terms such as “customer satisfaction” and other child support terms needed to be defined so questions could be answered. The number of times a person called the office over a period of time was not considered as important as whether they had received child support enforcement information or services they needed. They felt that they answered some questions negatively because they did not understand automated telephone systems or where to call to talk directly to a person at a child support office.

They suggested that the survey be provided in a bilingual version. They asked it be provided in a concise format, with a summary of CSE services and other pertinent local information, such as the location of child support offices, office hours, telephone numbers, the purpose of the automated system(s), etc., that they could keep after answering the questions.

#### **Need for Information**

The participants noted the need to make specific information available to all Hispanic/Latino customers about child support enforcement services and where to find the child support offices. They suggested that information about support orders and visitation be made available to non-custodial parents.

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## Customer Satisfaction

Some of the recommendations made applied in general: That office hours at child support offices be extended to provide working parents with the opportunity to access CSE services; that case processing time be accelerated in order not to discourage Hispanic/Latino parents from utilizing child support services; and that communications with Hispanic/Latino customers needed improvement. Perceived communications barriers created feelings of experiencing rudeness or being disrespected.

## How to Communicate

The focus group participants suggested that the most effective way to communicate child support enforcement information was through (Latino) television and radio. The need was raised for providing basic child support written materials in less legal language, for materials in Spanish and English, as well as in letters and payment records. They wanted the child support terms they need to know defined.

They said that the Internet was not an effective way for them to receive information since they did not have access to it. It was noted that most custodial and non-custodial parents would probably not have the resources to even own a computer.

They liked “Mi Familia, Nuestra Vida,” but they wanted a shortened version in English and Spanish; one that highlighted requirements, services and other basic information, rather than primarily case histories.

Another venue mentioned often, for providing child support information and making presentations where questions could be asked by the parents, was local Hispanic/Latino community centers.

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None of the participants at the three sites liked the idea of a Hispanic/Latino celebrity delivering a child support message. They said they prefer a “regular person” they can relate to, preferably one who has experienced the hardships and suffering associated with being a custodial parent or with not complying with child support orders.

### **Focus Group Sites**

#### **Mujer, Inc.** (Woman, Inc.)

This organization in Homestead, FL helps women and families to enhance interpersonal communication skills to strengthen relationships. It partners with other community organizations to improve services to Hispanic/Latino women and children. Its hallmark program is the family preservation program. *Mujer, Inc.* serves rural migrant families.

Homestead, FL is in the Miami metropolitan area. Miami is the third largest Hispanic/Latino metropolitan area with 1.36 million Hispanics/Latinos. It represents 37 percent of Hispanics/Latinos in Florida. The population less than 18 years of age is 463 thousand persons.

#### **Comité Hispano de Virginia** (The Hispanic Committee of Virginia)

The *Comité* is dedicated to helping Hispanics/Latinos to understand and access the American culture and system. Since 1967 it has provided a wide-range of services to Hispanic/Latino and other limited English proficiency persons in Northern Virginia.

It is described as a resource and strength for the Hispanic/Latino community, treating people with dignity, listening carefully on how to help them, and enabling them to get results for themselves. Community



outreach staff provide clients with services such as cultural orientation, assistance in applying for benefits, referrals, crisis intervention and emergency financial assistance. The *Comité* serves primarily Central and South American customers.

Falls Church, VA is a suburb of the Washington DC metropolitan area where over 300 thousand Hispanics/Latinos live. It is the 19th largest Hispanic/Latino area in the country and one of the fastest growing. It also is one of the most diverse Hispanic/Latino groups in terms of the origin of its members.

**Nuestro Canto de Salud** (Our Song of Health)

*Nuestro Canto* serves the Hispanic/Latino community in San Mateo County, CA by promoting leadership development, increasing educational and employment opportunities, and access to quality health care. As part of its mission this organization provides bilingual and bicultural outreach and education on family support services and chronic diseases. It serves a primarily Mexican American clientele.

Burlingame, CA is in the fourth largest Hispanic/Latino metro area in the country, San Francisco. San Francisco has a population of over 1.1 million Hispanics/Latinos. It represents 17 percent of the Hispanic/Latino population in California.



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# NOTES

## NATIONAL AND COMMUNITY RESOURCES

The following list of national and community organizations represents only a few that can be contacted. This is not an exhaustive list. A complete listing can be found in the Anuario Hispano listed under Sources in Appendix 4 on page 183.

### National Hispanic/Latino Organizations

#### **ASPIRA Association, Inc.**

1444 I Street, NW  
Suite 800  
Washington, DC 20005  
(202) 835-3600  
(202) 835-3613 (fax)  
E-mail: [aspira1@aol.com](mailto:aspira1@aol.com)

#### **AVANCE Family Support and Education Program**

301 South Frio, Suite 380  
San Antonio, TX 78207-4425  
(210) 270-4630  
(210) 270-4612 (fax)  
E-mail: [www.avance.org](http://www.avance.org)

#### **Congressional Hispanic Caucus Institute, Inc.**

(nonpartisan)  
504 C Street NE  
Washington, DC 20002  
(202) 546-1771  
(202) 546-2143  
E-mail: [chci@chci.org](mailto:chci@chci.org)  
Internet: <http://www.chci.org>

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**Cuban American National Council (CNC)**

1223 SW 4th Street  
Miami, FL 33135  
(305) 642-3484  
(305)642-7463 (fax)

**Self Reliance Foundation / Hispanic Radio Network, Inc.**

518 C Street NE  
Washington, DC 20002  
(202) 637-8800  
(202) 547-2976 (fax)  
Internet: <http://www.hrn.org>

**LULAC National Educational Service Centers, Inc. (LNESEC)**

1133 20th Street, NW, Suite 750  
Washington, DC 20036  
(202) 408-0060  
(202) 408-0064 (fax)  
E-mail: [Lnescnat@aol.com](mailto:Lnescnat@aol.com)

**Mexican American Women's National Association (MANA)**

1725 K Street, NW, Suite 501  
Washington, DC 20006  
(202) 833-0060  
(202)496-0588 (fax)  
E-mail: [HERMANA2@aol.com](mailto:HERMANA2@aol.com)

**Mexican American Legal Defense and Educational Fund (MALDEF)**

634 South Spring Street  
Los Angeles, CA 90014  
(213) 629-2512  
(213) 629-0266 (fax)

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**National Association of Latino Elected Officials (NALEO)**

(nonpartisan)

514 C Street NE

Washington DC 20002

(202) 546-2536

(202)546-4121 (fax)

E-mail: [avargas@naleo.org](mailto:avargas@naleo.org)

Internet: <http://www.NALEO.org>

**National Coalition of Hispanic Health & Human Services  
Organization (COSSMHO)**

1501 16th Street, NW

Washington DC 20036

(202) 387-5000

(202) 797-4353 (fax)

E-mail: [www.cossmho.org](http://www.cossmho.org)

**National Council of La Raza (NCLR)**

1111 19th Street, NW, Suite 1000

Washington DC 20036

(202) 785-1670

(202) 776-1792 (fax)

E-mail: [nclr@org.com](mailto:nclr@org.com)

**National Latino Children's Institute**

1412 West Sixth Street

Austin , TX 78703

(512) 472-9971

(512) 472-5845 (fax)

E-mail: [nlca@inetport.com](mailto:nlca@inetport.com)

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**National Puerto Rican Coalition**

1700 K Street NW, Suite 500  
Washington DC 20006  
(202) 223-3915  
(202) 429-2223 (fax)

**Puerto Rican Association for Community Affairs (PRACA)**

61 Broadway 12th Floor  
New York, NY 10006  
(212) 510-0900  
(212) 422-6731 (fax)

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## State and Community

### **Alianza Dominicana, Inc.**

2410 Amersterdam Avenue

2nd Floor

New York, NY 10033

(212) 740-7600

(212) 740-3741 (fax)

E-mail: [adomi@earthlink.com](mailto:adomi@earthlink.com)

### **Asociación de Puertorriqueños en Marcha, Inc. (APM)**

2147 North 6th Street

Philadelphia, PA 19122

(215) 235-6788

(215) 232-9450 (fax)

### **AYUDA, Inc.**

1736 Columbia Road, NW

Washington, DC 20009

(202) 387-4848

(202) 387-0324 (fax)

E-mail: [immayuda@erols.com](mailto:immayuda@erols.com)

### **Bienvenidos Family Services**

5233 East Beverly Boulevard

Los Angeles, CA 90022

(213) 728-9577

(213) 728-3483 (fax)

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**Casa Latina, Inc.**

219 Main Street  
Northampton, MA 01060  
(413) 586-1569  
(413) 586-1597 (fax)

**Casa Del Pueblo**

1459 Columbia Road, NW  
Washington, DC 20009  
(202) 332-1082  
(202) 667-7783 (fax)  
E-mail: CDelpueblo@aol.com

**Centro de La Familia**

320 West 200 South  
Suite 300-B  
Salt Lake City, UT 84101  
(801) 521-4473  
(801) 521-6242 (fax)

**Centro de Niños**

379 South Loma Drive  
Los Angeles, CA 90017  
(213) 484-1515  
(213) 484-0880 (fax)

**Circulo de La Vida Familiar**

400 East Simpson, Suite 200  
Lafayette, CO 80026  
(303) 661-0433  
(303) 661-0818 (fax)

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**DC Barrios Unidos**

1612 K Street, NW, Suite 1100  
Washington, DC 20006  
(202) 424-6309  
(202) 898-4707 (fax)

**Division of Latino Affairs Department of Human Rights**

Lucas State Office Building  
1st Floor  
De Moines, IA 50319  
(515) 281-4080  
(515) 242-6119 or (515) 281-5675 (fax)  
E-mail: [stijeri@max.state.ia.us](mailto:stijeri@max.state.ia.us)

**El Centro Chicano**

University of Southern California  
University Park Campus  
300 34th Street  
Los Angeles, CA 90089-2991  
(213) 740-1480  
(213) 745-6721 (fax)  
E-mail: [aamaya@mizar.usc.edu](mailto:aamaya@mizar.usc.edu)

**Families in Partnership**

Office of Child Development  
2200 University Boulevard, SE  
Albuquerque, NM 87106  
(505) 767-6500  
(505) 767-6525 (fax)

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**Family Focus / Nuestra Familia**

1701 South Superior Street  
Chicago, IL 60622  
(312) 563-5815  
(312) 633-9169 (fax)

**Hispanic Women's Council of California**

3509 West Beverly Boulevard  
Montebello CA 90640  
(213) 728-9991  
(213) 725-0939 (fax)

**Hispanic Community Foundation**

50 California Street, Suite 440  
San Francisco, CA 94111  
(415) 981-8421  
(415) 981-8422 (fax)  
E-mail: [info@hispanicfoundation.org](mailto:info@hispanicfoundation.org)

**Hispanic Committee of Virginia**

5827 Columbia Pike, 2nd floor  
Falls Church, VA 22041  
(703) 671-5666  
(703) 671-2325 (fax)

**Latino Institute**

14th East Jackson Boulevard  
Suite 1220  
Chicago, IL 60604  
(312) 663-3603  
(312) 663-4023 (fax)  
E-mail: [latinoinstitute.org](mailto:latinoinstitute.org)

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**Latino Issues Forum**

1535 Mission Street  
San Francisco, CA 94103  
(415) 284-7220  
(415) 284-7210 (fax)  
E-mail: [greenlining.org](mailto:greenlining.org)

**Little Havana Activities &  
Nutrition Centers of Dade County Inc.**

700 South West 8th Street  
Miami, FL 33130  
(305) 858-0887  
(305) 854-2226 (fax)

**Los Niños**

287 G Street  
Chula Vista, CA 91910  
(619) 426-9110  
(619) 426-6664 (fax)  
E-mail: [losninoselectricity.com](mailto:losninoselectricity.com)

**MUJER Inc.**

211 South Homestead Boulevard  
Homestead, FL 33090  
(305) 247-1388  
(305)247-1362 (fax)  
E-mail: [mujerinc@bellsouth.net](mailto:mujerinc@bellsouth.net)

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**Nevada Association of Latin Americans (NALA)**

323 North Maryland Parkway  
Las Vegas, NV 89101-3130  
(702) 382-6252  
(702) 383-7021 (fax)

**Nuestro Canto De Salud**

Project of El Concilio of San Mateo County  
1419 Burlingame Avenue, Suite N  
Burlingame, CA 94010  
(650) 373-1080  
(650) 373-1090 (fax)

**Oregon Council for Hispanic Advancement (OCHA)**

108 NW 9th  
Suite 201  
Portland, OR 97209  
(503) 228-4131  
(505) 228-0710 (fax)

## SOURCES

### 1998 Anuario Hispano-Hispanic Yearbook

T.I.Y.M. Publishing Company, Inc.  
 1489 Chain Bridge Road, #200  
 McLean, VA 22101  
 (703) 734-1632  
 (703) 356-0787 (fax)  
<http://www.tiym.com>

### Hispanic Market Handbook

Gale Research, Incorporated  
 835 Penobscot Building  
 Detroit, MI 48226-4094

### Media Kit by the Hispanic/Latino Print Network

#### Hispanics—Latinos: Diverse People in a Multicultural Society

National Association of Hispanic/Latino Publications  
 652 National Press Building  
 Washington, DC 20045  
 (202) 662-7250  
 (202) 662-7254 (fax)  
 Email: [atobar@nahp.org](mailto:atobar@nahp.org)

### 1998 US Hispanic Market

Strategy Research Corporation  
 100 NW 37th Avenue  
 Miami, FL 33125  
 (800) 741-5441