

Final Questionnaire: Center for SW Culture

What are lessons learned, what worked, what didn't work?

Arboles Comunitarios was a successful project for many reasons. We were able to prove that the pilot project works as a model to expand public awareness and increase environmental literacy on the benefits of planting trees. Local, regional and statewide organizations that provide trees for free or at a reduced price are lacking in the Southeastern US, but are strong in the Western US, the Midwest and the Eastern US.

It was our goal to highlight passionate Spanish-speaking role models and leaders for the pilot campaign, but it was difficult to find qualified and willing ambassadors among grassroots organizers, scientists and others in professional fields related to urban forestry. This led us to the following conclusions:

- More visible Spanish-speaking champions need to be developed in the near term to highlight the benefits of tree planting
- It is necessary to conduct media relations training with local tree planting organizations to instruct them on how to get in-depth coverage in Spanish-language media, how these events work with community and what on-going media outreach is necessary
- There is a need for capacity building with training Spanish speakers

HCN's team of media specialists will leverage existing relations with Spanish-language media in specific Hispanic markets to pitch, secure and coordinate media tours. HCN can prepare Spanish-proficient spokespersons for media interviews, which will help gain in-depth coverage and message delivery to target Hispanic audiences.

We provided the full in-kind matching radio time, radio production costs and other contributions to ensure we met the project goals. We believe this pilot project can have a major impact to motivate Latinos across the US to pursue shade tree acquisition if we can expand the program through saturation radio spots instead of the programmed approach we used in this effort; if we can produce more radio spots; and if we can conduct focus groups to ensure the messages we produce resonate with the target population.

What are your recommendations for future outreach efforts to our Hispanic stakeholders?

We believe we can bring on more national Latino organizations and HACU as partners if we can focus more deeply on meeting with their appropriate staff and have the lead time to create buy in. One of the key priorities is to each of the new partners host our *Arboles Comunitarios* link on their website. We will also ensure that future partners receive and promote the radio spots on their website.

We also believe that some of the radio spots and messaging should have a social and environmental justice focus that promotes health in urban environments.

A comprehensive and culturally relevant social media effort is key to future outreach efforts.

How can the Forest Service and the urban forestry stakeholders that are not engaged with our Hispanic stakeholders improve our communication and be more inclusive?

The Forest Service and urban forestry stakeholders should focus on the following areas:

- Understanding the nuances of personal motivations for volunteering in urban forestry projects
- Using positive examples of employment (USFS and leadership positions at stakeholder groups) in public outreach messages to convey the message that not only are these organizations making neighborhoods healthier, safer and more beautiful, but are also avenues of employment
- Maintain culturally relevant websites and social media in Spanish

What is recommended for future efforts? Who would be key contacts that we could partner with to further these efforts?

A recommendation for future efforts would be to partner with more Latino Organizations to further impact the Latino community. A Saturation of the radios pots will be a great way to increase the number of listeners and make more of a lasting impact. Social media will continue to be an important part of Arboles Comunitarios. Expanding the social media channels will be a key role for promoting Arboles Comunitarios in future efforts.

HCN and the Center of Southwest Culture will continue their relations. CSC has a growing staff that will focus their time on outreach and media. HCN will continue to reach a vast amount of Latinos through their national radio affiliate network.

Would HCN be the venue to send out information or just one of ways to network information?

Radio

HCN has a national radio affiliate network of 150+ stations that reach over 10,000,000 Spanish-speakers weekly and can offer guaranteed placement of radio spots through its daily radio programs. HCN provides a cost-effective and wide-reaching solution.

Digital

US Latinos have higher usage rates than other consumer groups in the use of smart phones, and consumption of multimedia, games, mobile apps and social media in the digital arena. HCN's social media assets, include Facebook, Twitter and Instagram. These channels can provide stakeholder partners a direct line to promote messages and materials among Hispanic digital media and consumers. HCN is developing a digital network scheduled to launch in late 2015, with the goal of establishing La Red Hispana as the leading provider of educational and informational content among Hispanic Thought Leaders, digital publishers, aggregators, bloggers and social media most influential with Latino audiences, to match HCN's success with traditional Hispanic media.

What is the best way to communicate and frame information? Would the results of this grant as the base to build future efforts?

As referenced above, we believe that the program and be improved through saturation radio spots instead of a slow-drip approach as was used in this effort. An increase number of radio spots for a longer

period of time will provide better results. We also recommend launching radio spots and timing social media outreach messages to run in conjunction with key parts of the year for outreach efforts. Latino Conservation Week, Earth Day and Arbor Day are examples of anchor events.