

Calling all producers: Creating media for hispanic-latino families



**aprendiendo
juntos council**

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America's Hispanic-Latino community represents an incredibly diverse and rapidly growing population with a strong desire for great content and media resources to empower their children to be curious and engaged lifelong learners. At PBS KIDS, we are committed to helping all children reach their potential through the power of media. It is imperative that we work to reach, connect with, and support Hispanic-Latino families across the country. Read on for tips to help ensure your products are inclusive, relevant, and thoughtfully distributed for Hispanic-Latino families in the United States.

Tip 1: make your product relatable

For producers, it can be challenging enough to create a single product for the vast array of interests, lifestyles, and backgrounds of people in your potential audience. In order to successfully engage Hispanic-Latino families, translating content into Spanish can be an important first step, but creating content that viewers can relate to can go a long way towards reaching broader audiences.

How do we make more relatable content?

- Consult with language, curriculum, and community experts as you design content.
- Build in time to test your product with Hispanic-Latino audiences.
- Invite families to create and share their own content by contributing to a conversation on YouTube.

**Check out these wonderful
examples of videos that celebrate
Latino culture from Sesame Street**
(bit.ly/ajcproducers)



Tip 2: create language and learning supports

Children and parents from bilingual and Spanish-only families often learn English from educational media sources such as PBS KIDS, and online tools like YouTube and Google. But research has found that few of the digital resources available are explicitly designed to support Hispanic-Latino immigrant families and their language needs (Levinson, 2014; Lee & Barron, 2015).

Incorporating additional support measures around language and learning will amp up the potential for family engagement across channels and resources.

How can we provide educational media supports?

- Provide an easy way to access and navigate parent-facing media content in English and Spanish.
- Recognize that standard English-to-Spanish translations don't always capture the nuances of the wide variety of dialects spoken by Hispanic-Latinos. If translating content, consider who your intended audience is, engage Spanish speakers in the design process and provide channels for consumer feedback.

- Make closed captioning and subtitles available for videos on your YouTube channel to give families the opportunity to engage with content in both languages.
- Rely heavily on visuals to convey your message. With the potential for low-literacy amongst both children and adults, being able to communicate without words will help boost engagement and understanding.

Make content available in Spanish and English

A Spanish-English toggle on the title screen of an app/site is the best realization of this type of support that we've seen.

Examples

- PBS Play and Learn (pbskids.org/apps/pbs-parents-play--learn.html)
- Curious George's Busy Day (pbskids.org/curiousgeorge/busyday/span_index.html)



tip 3: aim for easy discovery

Studies have confirmed that Hispanic-Latino parents want more information about educational media for their young children, and often turn to their family and friends for guidance. Make sure that information about your product is easily found in the places that parents are already looking (Lee & Barron, 2015).

Where do parents turn for information and resources?

- Teachers, educators, and other community leaders are deeply trusted sources for educational media knowledge and content.
- Social media helps families to maintain a connection with their culture and their loved ones in other countries.
- Digital channels like YouTube and Google are tools many parents already use to support learning for the whole family.

tip 4: think mobile

While most moderate and low-income families have some form of Internet connection, many are under-connected (Rideout and Katz, 2016). This is especially true for immigrant Hispanic families, 41% of which report having mobile-only Internet access. When developing products and content designed to reach Hispanic-Latino families, work to ensure that the experience is mobile-friendly.

How can we make digital media more mobile friendly?

- When possible make your content available offline so that once downloaded, no connectivity is required.
- Whether delivering content through mobile web or a native app, work to keep file sizes as low as possible. Limited data plans, device storage, and weak connectivity can impact a family's access to your content.

Research + outreach = impact

The producers of PEEP and the Big Wide World have taken steps to engage more deeply with Spanish-speaking families. Learn more about their activities and results. (cooneycenter.org/peep/)



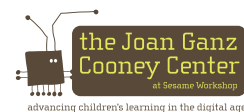
references

- Lee, J., & Barron, B. (2015). *Aprendiendo en casa: Media as a resource for learning among Hispanic-Latino families*. A report of the Families and Media Project. New York: The Joan Ganz Cooney Center at Sesame Workshop.
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This tip sheet, produced by the Joan Ganz Cooney Center at Sesame Workshop and based on research affiliated with the *Aprendiendo Juntos* Council, is part of a series of Research-to-Practice guides providing recommendations for various stakeholder audiences on how to better serve young children's healthy development and learning needs. For more information, please visit joanganzcooneycenter.org/researchtopractice.

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