

Ideas for Hispanic Heritage Month (HHM)

Pitch an interview with a Hispanic media outlet for HHM.

This could be an on-air, print, or radio interview. You can discuss the [2020 Census logo and tagline](#), [job opportunities](#), [Address Canvassing](#), the [Income, Poverty, and Health Insurance](#) release, the [American Community Survey](#), [Facts for Features](#), and a number of other [great data](#) the Census Bureau is releasing this month.

Place an op-ed in a local media outlet from a Hispanic trusted voice in your community.

Work with a local trusted voice on penning an op-ed for a print outlet in your region. The story should focus on tangible benefits, who should be counted in the 2020 Census, as well as safety and confidentiality. We do not currently have a template available but encourage you to draft an op-ed that works for your local audience.

Brief Hispanic media reporters on the 2020 Census and ways the media can help.

Team Y&R has a sample powerpoint presentation you can use to brief these reporters, as well as materials from the Electronic Press Kit to hand out. This is a great way to help influence positive stories around the 2020 Census during HHM while building relationships with local reporters.

Tips for Engaging Hispanic Media

Identify the appropriate media contact.

Do some research on local media and make sure you're contacting the right reporter. Read, watch, or listen to the journalists you want to pitch. You may want to find the person who has been writing or reporting about the census or about issues related to your audience.

It's all about relationship building.

Hispanic media reporters are more likely to cover stories and respond to pitches if they have built rapport with the person reaching out to them. Start the conversation now. Invite them to grab a coffee. Building those relationships early, and engaging with them often, is extremely important.

For more information, visit:

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Share information from the electronic press kit.

One way to continue the conversation is to share new documents as you have them. The Electronic Press Kit is a great resource for that and is currently available in Spanish. Check this website often for updates materials to share with Hispanic media reporters in your area.

Follow up, but don't be too aggressive.

Follow up is key to securing coverage. You should call or email a journalist again to check they received your initial pitch or whether they plan to attend your press event or run your story. But there is a difference between being persistent and being too aggressive. Journalists are very busy. Never send more than two emails in one day. You should wait at least 48 hours between emails or calls.

Timely translations & adaptations.

Hispanic media reporters prefer to have a Spanish press release in hand. This will make their jobs easier and will increase the probability of a story being written. It is critical that when you share a work product with them (media advisory, press release, report) it already be adapted into Spanish. Do not take it upon yourself to adapt or translate a document into Spanish. Instead, contact the PIO to get the resources you may need.

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