

# JUST ONE THING

**Title:** Providing more news in Spanish in NH

**Company/Organization:** New Hampshire Public Radio

**Type of Organization:** Not for profit

**Number of Employees:** <100

**Category:** Nonprofit

**Challenge or Opportunity:** At the start of the pandemic, a lot of changes happened at the state and local level. That information was essential for everyone to make safe decisions. But it was difficult to access in languages other than English. Spanish is the second most spoken language in the state, so we wanted to ensure our coverage at NHPR was reaching that community. We created a newscast in Spanish that we now send to close to 400 people on WhatsApp. We also needed to find a way to make it financially sustainable.

**Approach or Solution:** We found a way to build up a small team quickly to translate this news and get it out on a platform the community was already using. We've added a full time bilingual reporter to our staff, which has increased our capacity tremendously. The development team found businesses who were also eager to reach Spanish speakers and Latinos in NH. Creative thinking and collaboration across all departments allowed us to move quickly to build systems to support news reporting to underserved communities.

**Impact:** It has allowed the development teams the opportunities to gather financial support for the great work that our content teams do for the community. This support help continue to help us reach diverse communities in NH.

We now share local news in Spanish three times a week on WhatsApp to about 400 people, in addition to original reporting in Spanish about community issues. "Thanks for leading this effort to connect and inform the Latino community in NH," messaged one user on August 11, 2022.