

It's Within Your Reach

A program to promote educational empowerment and workforce development across the region

SITUATION:

- Our majority Hispanic population faces high unemployment rates, low income and high poverty levels, but are vital to positive socio-economic outcomes for the region.
- Higher education empowerment can reverse this, but long-established cultural norms and misinformation, not funding, have created unintentional barriers to it.

SOLUTION:

- Earn the trust of Hispanic family influencers who are keepers of the culture by demonstrating the value and the pathway for the next generations while respecting their culture.

TACTICS:

- Create an integrated on-the-ground, on-the air broadcast effort, together with the country's leading Spanish-language Media and cultural influencer, UNIVISION.
 - Unlike General Market Media and audiences, Hispanic families consume broadcast programming and many events as a family where all generations including those who influence the next gen participate.
- Broadcast & on-the-ground elements include:
 - Long and short format "Day in the Life" video stories that portray realities and opportunities for empowerment in the lives of these generations—for broadcast and digital delivery.
 - In-programming interviews with families, educators, students, employers and role models to discuss the challenges and breakthroughs, with clear pathways to access higher education and career opportunities.
 - Live Call Centers on-air to answer questions of students and families, much like a telethon format, in their language speaking directly to how and why.
 - Engagement at community events to dialogue with students and their families, again offering clear pathways.
 - Mobile, on the road pop-ups inside neighborhoods for one-on-one engagement.