



## National Hispanic Media Coalition Final Report for the California Emerging Technology Fund June 2016

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<b>Name of Project:</b>	<i>Get Connected!</i>	
<b>Grant Number:</b>	7642707	
<b>Start Date:</b>	August 2013	<b>End Date:</b> June 2016

### I. Financial Summary

- |   |             |
|---|-------------|
| • Total Project Budget Spent:                               | \$1,161,810 |
| • CETF Grant Amount:  | \$150,000   |
| • Number of First-Time Adoptions Achieved                   | 1,572       |
| • Percentage of Match Funds Raised against Goal: \$126,870  | 26%         |
| • Percentage of In-Kind Match Raised against Goal \$876,000 | 100%        |
| • Cost Per Unit of Outcomes: (Total Outcomes/Total Budget)  | \$739       |

### II. Project Description, Goals and Objectives, and Outcomes

#### Project Description

211 CA, Radio Bilingüe (RB), and the National Hispanic Media Coalition (NHMC) proposed to collaborate to increase Latinos' access to broadband at home and improve their ability to access low-cost computer, broadband and digital literacy resources. 211 CA would be the co-coordinator with RB to build on the success, lessons learned, and best practices of organizations participating in the recent BAA Program. The partners knew that low-income Latinos and language minority groups, when aware of the benefits, DO want to be connected to computers and Internet-related resources, however; knowledge, cost, and availability are the main barriers. The three partners would link outreach, information and referral, and resources together to effectively meet the needs in a way that ultimately incentivized individuals to adopt broadband at home.

NHMC would increase enrollment in low-income broadband programs through developing media spots and securing air time donated by Spanish language media. NHMC would develop a Spanish language public service advertising campaign for the major Spanish language radio and TV networks – Univision, Telemundo, and Entravision. NHMC has a longstanding and unique relationship with these media networks and was confident that these three networks and others would agree to promote the Conéctate program.

#### Goals and Objectives Summary

NHMC exceeded its outcome for broadband adoptions and completed its goals with the exception of goal number (2) listed below with 17% remaining incomplete.

## Project Outcomes Summary

Outcome Descriptions	Actual	Goal	Percent Completed
At least one 30-second television and radio PSA per network.	4	3	400%
Participate in at least three public affairs programs during the first year; and three more in the final six months of the grant period.	5	6	83%
At least one TV and radio PSA will air 2 times a day per network.	Unknown	1,730 to 3,730	Unknown
Number of low-income households subscribed to broadband services.	1,209	1,200	101%

## III. Accomplishments and Challenges

### Summary of Accomplishments and Impacts of Project

#### *Assessment of Outcomes Achieved in Comparison to Grant Agreement*

NHMC was successful in surpassing almost all of its outcomes, especially in producing four TV and radio PSAs which aired on Univision, Telemundo and Entravision stations across CA.

- At least one 30-second television and radio PSA per network. NHMC secured two PSAs which ran on both television and radio (30 second and 15 second) on Univision, Telemundo, and Entravision stations across California. The first featured beloved Spanish-language broadcaster for the Los Angeles Dodgers' Jaime Jarrín; and the second with actor, producer, director, and activist, Edward James Olmos. In 2016, NHMC secured a PSA with Telemundo's weather forecaster, Dunia Elvir, which aired on Telemundo's television stations from January 2016 to June 2016. Lastly, NHMC secured a fourth PSA with Univision's national weather forecaster, Jackie Guerrido, which aired across Univision television and radio stations from March 2016 to June 2016.
- The number of low-income households subscribed to broadband services exceeded the goal. NHMC exceeded its 1,200 adoption goal with a total of 1,572 by the end of March 2016.

Although NHMC was able to meet its total adoption goal, 211's lack of capacity for accepting calls, especially in the Los Angeles area, hindered NHMC from meeting its adoption goals sooner.

#### *Delineation of Deliverables and Outcomes Not Achieved and Explanation*

- Participate in at least three public affairs programs during the first year; and three more in the final six months of the grant period. NHMC participated in five public affairs programs since the beginning of the grant in 2013.
  - November/December 2013 - NHMC was interviewed live on a segment of Univision 34's *Primera Edición*, a local Los Angeles morning newscast. The segment also aired in other California markets. The link to the segment is no longer available.
  - January 2014 – NHMC's President/CEO Alex Nogales was interviewed on Radio Bilingüe: <http://archivosderb.org/?q=es/node/8817>.
  - March 2014 - NHMC's Executive Vice President and General Counsel had a joint interview with 2-1-1's Lilian Coral at KPCC, Southern California Public Radio: <http://www.scp.org/blogs/multiamerican/2014/02/11/15828/dodgers-jaime-jarrin-makes-broadband-internet-lati/>.
  - October 2014 - Univision.com published article by Nogales: <http://nhmc.org/blog/closing-latin-education-divide-equal-access-affordable-internet/>.

- June 2015 – Gonzalez spoke to KPCC, Southern California Public Radio about modernizing Lifeline to include Internet: <http://www.scpr.org/programs/take-two/2015/06/18/43309/fcc-moves-ahead-on-plan-to-expand-internet-to-low/>.

Although NHMC was unsuccessful in securing a sixth interview, Gonzalez was part of two interviews where she talked about the need to modernize Lifeline to include broadband.

- March 2016 - San Francisco Chronicle: <http://www.sfchronicle.com/business/article/Should-low-income-Americans-get-subsidized-7213760.php>.
- March 2016 KPCC: <http://www.scpr.org/programs/take-two/2016/03/30/47632/fcc-to-decide-on-program-to-expand-digital-access/>.
- At least one TV and radio PSA will air 2 times a day per network. Notwithstanding regular inquiries, NHMC was not able to obtain data from the networks on the frequency of the airing. NHMC was promised that the pieces were running regularly on Entravision, Telemundo and Univision.
- Some of the main barriers to getting more adoptions included a lack of reliable broadband providers in the greater Los Angeles area. This proved to be a barrier for some callers, and presented an ethical conundrum for NHMC. NHMC was hesitant to promote DSL options as "high speed Internet" though we understand that some internet is better than none.
- 211 needed more time to complete the quarterly data reports. 211's delay in sharing quarterly adoption reports to all of its partners delayed NHMC from submitting reports to CETF on a timely basis. What was originally supposed to be a two-year grant was extended by another year.

#### ***Discussion of Other Positive Results from Project***

In December 2015, NHMC secured promises from Univision and Telemundo that each would produce a new PSA that would run until June of 2016 across all of their CA stations. The new PSAs directed people to call the Stride Center instead of 211. During the first quarter the Dunia Elvir PSA aired regularly on Telemundo television stations beginning in mid-January 2016. The Jackie Guerrido PSA aired regularly on Univision television stations beginning in mid-March 2016.

#### ***Impacts of the Project***

Not applicable.

### **Overview of Major Challenges to Achieving Planned Results**

#### ***Identify Major Challenges to Successful Implementation***

- NHMC's major challenge in completing its adoption goal by the original grant deadline was due to 211's lack of capacity to accept calls and accurately account for all adoption numbers - particularly in the Los Angeles area. There is a possibility that NHMC has unaccounted adoptions for the whole grant period. 211's team did not have enough time to share adoption data on a timely basis which delayed NHMC from submitting its quarterly reports on time to CETF. Again, 211 needed more time to complete quarterly data reports.

#### ***Discuss Efforts to Address Challenges and Resolve Problems***

- 211 did its best to fix its data discrepancies, but again, there is a possibility that NHMC has unaccounted adoptions for the entire grant period.
- After 211 made known that its Los Angeles office did not have the capacity to accept calls, NHMC worked with Univision and Telemundo to produce two new PSAs which directed people to call the Stride Center instead of 211 in the beginning of 2016.

## IV. Lessons and Recommendations

### Summary of Lessons Learned

Lesson 1: Quarterly report due dates should have been extended by 3-4 weeks to give both 211 and the Stride Center enough time to produce the adoption reports. The grant agreement had them due within two weeks of each quarter. It wasn't enough time for both organizations to complete.

Lesson 2: Although air time was donated to NHMC, NHMC should have purchased some air time as well. All three networks would not supply data on the frequency of each PSA airing.

Lesson 3: The Stride Center has more capacity to take calls.

### Summary of Recommendations

#### ***Recommendations for Expanding the Project in Region or Scaling Up Statewide and Recommendations to Close the Digital Divide Based On Your Experience***

Recommendation 1: CETF should push ISPs to provide Lifeline. Later this year, the Federal Communications Commission (FCC) will roll out Lifeline for Broadband program. ISPs have the option to participate but are not forced to take part in the program.

Recommendation 2: CETF should urge grantees to push ISPs to take part in Lifeline for broadband.

#### ***Recommendations to CETF Regarding Grants Management***

Recommendation 1: While most funders require timelines as part of the proposal, most ask for interim reports every six to twelve months. They do not generally ask for quarterly reports. We found the reporting a little cumbersome for a small non-profit.

## V. Grant Agreement Requirements

### **Purchase of Equipment.**

Not applicable.

### **Unspent CETF Grant Funds.**

All of the CETF grants funds were expended.