



National Hispanic Media Coalition **Emergency Broadband Benefit (EBB)** and Latinx Outreach

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Who We Are

The National Hispanic Media Coalition (NHMC) is a 35 year old nonprofit 501(c)(3) civil rights organization that was founded to eliminate hate, discrimination, and racism towards the Latinx community. We educate and increase visibility of Latinx from Washington D.C. to Hollywood and around the world. NHMC works in collaboration with other civil rights organizations to safeguard democracy in the United States of America.



Why Latinx Outreach Matters

- **The Latinx community is one of the least connected in this country**, with over a third of Latinx households lacking access to the internet at home before the COVID-19 pandemic.
- As one of the demographics hit hardest by the health disparities and economic turmoil of the last year, **Latinx may be least connected as ever.**
- **Latinx are some of the hardest consumers to reach**, and our community often does not trust government programs.

Tips for Latinx Outreach

- Tailor campaigns for and by our community to speak directly to those who could benefit from the EBB program the most.
- Use English, Spanish, and Spanglish content to reach the community authentically.
- Use Important Hashtags, like **#GetConnectedEBB** and **#EBBParaMi**.
- Reach out to influencers and community leaders to share your content.
- Utilize digital ads (including free ad money given to nonprofits by the platforms!)
- Provide accurate information and resources for the Latinx community to apply, like:
 - [GetEmergencyBroadband.org](https://www.getemergencybroadband.org)
 - [EBBHelp.org](https://www.ebbhelp.org)
 - [Federal Communication Commission Outreach Toolkit](#)

NHMC's Latinx Outreach Campaign

Social Media Organic Reach June-August 2021



37K+

IMPRESSIONS

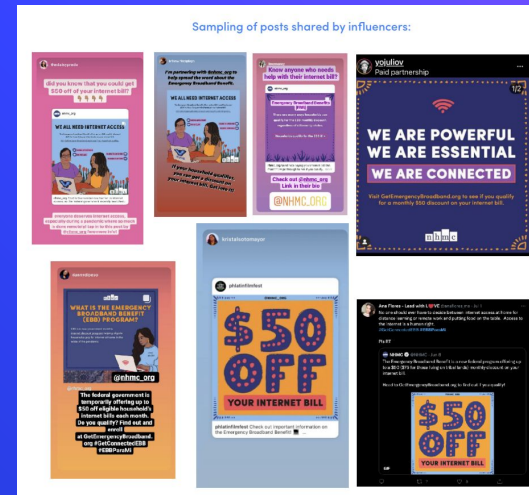
500+

SHARES & SAVES

365+

WEBSITE CLICKS

Influencer Marketing Reach June-August 2021



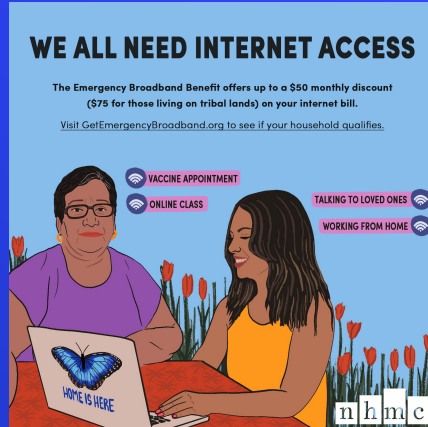
34

INFLUENCERS
ENGAGED

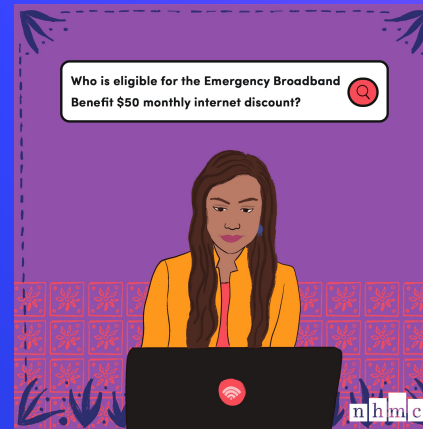
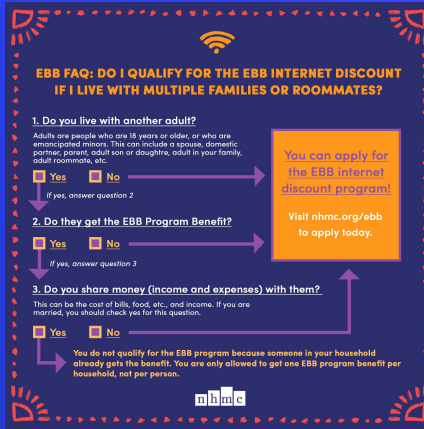
175K+

TOTAL FOLLOWERS OF
INFLUENCERS ENGAGED

NHMC Bilingual Content



NHMC Culturally-Relevant Content



Demographic Data

Racial disparities exist in most systems, and broadband access is no different.

To ensure adequate outreach from government agencies and nonprofit organizations to the Latinx community, we need to uncover the real impact of the EBB program for eligible Latinx households.

EBB Demographic Data Challenges:

- Until recently the Federal Communications Commission's (FCC) EBB data was available only at the state and ZIP-3 levels.
 - **The FCC recently began to release data at the ZIP-5 level.**

EBB Latinx Enrollment Analysis

NHMC did a data analysis to find: **the number of Latinx households that are eligible for EBB, and the number of successfully enrolled eligible Latinx households.**

Given the limited enrollment data at the ZIP 3 level, NHMC used the Latinx population percentage in each state, and estimated how many of the EBB enrolled households were of Latinx origin.

Latinx population % x EBB enrollment numbers = estimated Latinx households enrolled in the EBB

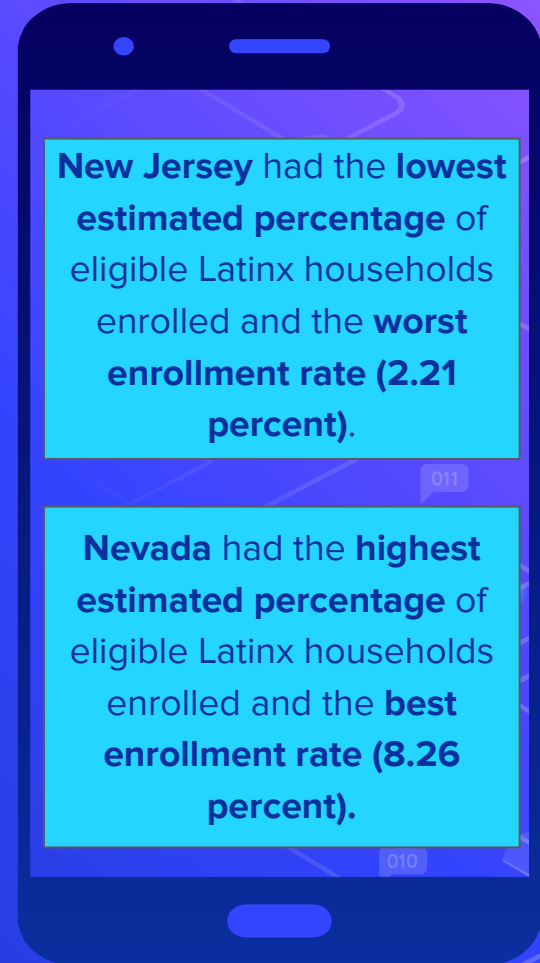
Using census demographic data on the number of Latinx households that live *135% below the poverty line, we calculated the estimated number of Latinx households that are eligible for the EBB program.

** Our team is aware that the poverty line limitation is only one of multiple EBB qualifications, our team decided that it was one of the most influential and all-encompassing.*

Our Findings

Our team analyzed EBB enrollment data in 11 states, chosen based on their significant Latinx populations:

- Arizona, Florida, Maryland, New Jersey, New York, Texas, California, Illinois, Nevada, New Mexico, and Pennsylvania



Why Are These Numbers Important?

- Recently released 2020 Census data revealed a **23 percent increase** in the Latinx population and a **9.5 percent increase** in Latinx youth over the last decade.
- **As one of the fastest growing demographic groups in the country**, and with over a third of Latinx households lacking adequate internet access at home, adequate demographic data is essential to determine the needs of Latinx communities and to develop outreach efforts.
- Every community has unique needs, and accurate demographic data will allow outreach efforts to focus on what barriers might exist to address the actual needs of the Latinx community.

Thank You!

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