

**POLITICAL MOBILIZATION THROUGH THE USE OF
BILINGUAL MEDIA RESOURCES IN YAKIMA, WASHINGTON**

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I. INTRODUCTION

This report will identify and discuss points of Latino political mobilization and civic involvement in the city of Yakima, Washington. Its specific purpose is to measure and evaluate the extent to which radio and print media in the area communicates news to the Spanish-speaking Latino community. The success of outreach to communities relies on the content and language of the stories and messages. By recognizing audience demographics, interests and social behaviors, the media can direct communication in a way that is relevant and appealing. This report aims to answer the following questions:

- What types of stories are being reported?
- How do different outlets compare with one another?
- How are the newsworthy interests and needs of Yakima Latinos being addressed? Are Latinos finding out what they need to know as well as what they want to know?

In Yakima, there is a large population of Latinos who have either become registered voters or have the potential to participate in civil processes or forums. It is possible for this population to have a more significant voice in the community during seasons of election. Various forms of the media have acted as a tool to encourage Latinos to partake in the process or to at least understand the importance of their placement in a democratic society. The Hispanic and Latino population in Yakima was over 24,000 as of the 2000 U.S. Census and has steadily increased since then. A majority of this demographic is of Mexican origin.¹ In order to get the fastest growing minority group in the country to become active in their communities, this study will attempt to investigate the basis of media approaches and examine how Latinos are obtaining knowledge about current affairs, opinions, cultural issues and politics.

To examine the use of Spanish-language newspapers in Yakima, I looked at the content of each publication and the frequency of certain story topics and features. The three main newspapers that will be examined in this report are *El Sol de Yakima*, *Tú Decides* and *¡Viva!*, all of which are weekly publications based in eastern Washington and circulated throughout the Yakima area. The sample consisted of twenty weekly issues per publication over the course of six months from approximately October 26, 2007 to March 28, 2008.

Additionally, I conducted interviews with local activists and media personnel either in person or through telephone conversations to be used as primary sources of information. These personal discussions allowed me to assess what local media resources are available and the overall general local environment, respectively. The assistance of the League of United Latin American Citizens (LULAC), professors, and references given by community members has provided access to key players and resources in the media. Scholarly literature on bilingualism and communications has supported my community research.

This report will also review Radio KDNA, the largest Spanish-language public radio station in the Northwest and has continued to reach audiences anywhere they can listen. Compared to the newspapers, the radio is an accessible medium that has established a popular

¹ U.S. Census – Yakima city, Washington Profile of General Demographic Characteristics: 2000.

presence within the Yakima Latino community. These specific outlets were chosen for analysis due to their origins in the Yakima Valley and the widespread distribution in the city. Despite similar goals to inform and report, these outlets address different issues, tones, and objectives that appeal to certain areas of the Spanish-speaking demographic.

From my content analysis, I first found that local news pertaining to Yakima and its surrounding areas are among the least reported issues in the newspapers I examined. Unreported occurrences in the city may leave Spanish readers of the newspapers out of the social and political loop. Second, the analysis indicated that local reporters on the staff of the three newspapers were not covering as much of the paper's content as newswire sources and translated stories coming from local English-speaking publications. Third, while news reporting from and about Mexico shows a respect to cultural interests, there is a clear disproportion between the amount of Mexican news that is featured compared to the amount local news.

These findings have led me to form recommendations to these media organizations that are consistent with their missions, but encourage changes that may make their literature more inclusive and progressive toward political mobilization. These recommendations include:

- More coverage on local issues – this can provide the reader knowledge on matters that they may be concerned with, but may not even know about if the media does not provide adequate coverage.
- More stories written by local reporters staffed by the newspaper itself – 0
- More balance between U.S. and Mexican news – attracting the interests of readers through stories of cultural appeal can and should be balanced with what is occurring in the Latino reader's present home in the United States. This can provide residents with a wider sense of social awareness.

This report does not include extensive input from the readers and listeners themselves, yet it is directed to gauge various outlets' reach into the community and highlight the potential influence of Spanish-language media on mobilization.

With the ability to reach entire communities, the media has become an influential force among Latinos. Topics of healthcare, sports, elections and more speak to all sub-groups of the Latino demographic it is up to accessible forms of communication like newspapers and radio to send helpful and informative messages to Latinos. While also embracing cultural qualities of Latinos, the media also offers the progressive idea necessary to initiate and encourage civic involvement.

II. Scholarly Literature Discussion

ACCOMMODATING LANGUAGE DIFFERENCES

In *A Critical Mass Model of Bilingualism among U.S.-Born Hispanics*, April Linton (2004) investigates the importance of information and resources available in Spanish and how they allow those who are not comfortable with English to still be informed and continue to participate in the political realm. Linton argues that the media forums in which people get their information translated in Spanish are relied upon for continual political participation.

“Linguistic assimilation” in Linton’s case does not necessarily mean assimilating to the English language sources made available, but to assimilate with a language system that allows the individual to make the choice that is best him or herself and happens to be the best option for others as well. “Spanish-language institutions and media are well established in many parts of the country, and using Spanish alongside English has become key to Latino political identity and efficacy—in both symbolic and practical terms” (p. 288). Linton recognizes that bilingual media and language accommodations in both English and Spanish can increase awareness for Spanish-speakers of important topics that have only been communicated in English.

The “Critical Mass Model” in Linton’s article tests the social conditions in which the sustained presence of Spanish-language communication is needed or desired in an English-speaking society. This hypothetical model shows that when a significant number of people choose the same linguistic behavior, the more incentives arise for using that language. Publications must keep in mind that “most people base their language decision at least in part on what those around them are doing, or on what they expect others to do. A critical mass of others who make a given choice often adds to one’s personal incentives to make the same choice. But the definition of a ‘critical mass’ depends on one’s own motives or incentives,” (Linton 2004, p. 286). One must first see the benefits of using Spanish in their own life in order to allow for the language to have a positive effect on a community. Some may use Spanish for professional purposes and others may need to communicate with family members. Along with those whose native tongue is Spanish, the need for it to be available is evident in a community like Yakima. People who attempt to speak and/or understand another language need bilingual materials for easier transition to the other language. If this need were not met, then Spanish-speaking Latinos would remain monolingual and would be limited to the sources that are only in Spanish.

“Bilingualism makes collective as well as individual sense,” notes Lipton when describing the model (p. 287). The availability of Spanish-language media is necessary for individuals to carry out their daily lives in order to stay in touch with the rest of the world. The benefit of accommodating for both languages proves to help both Spanish and English speakers interact with each other and separately. This applies to Yakima Spanish-language media outlets because not only do these outlets provide news that is otherwise available in English but they also reach out to a larger portion of the Latino community beyond the monolingualistic Spanish or English.

THE IMPORTANCE OF POLITICAL COVERAGE IN THE MEDIA

Kenneth Newton's "Mass Media Effects: Mobilization or Media Malaise?" (1999) the question of whether or not media content can impact an audience in a positive way by fostering mobilization or in a negative way by increasing cynicism and distrust with the media. Newton approaches the topic by identifying the most prevalent topics in news today, a majority of which touches on bad news and topics that may overlook what is really at stake in the community.

He argues that events that are written and reported by the outlet itself may be overshadowed by constant news feed that exists in present-day media hunts, noting "yesterday's events are washed over by today's headlines, as the media pursue new news in the race to break a fresh story. There is also more news because it is collected globally and broadcast almost instantaneously" (p. 578). The fast speed attitude about news presentation minimizes the power of not only the local stories being overlooked, but the newswire reports itself. Newton expresses that worldwide news is just as important as local happenings because it gives the audience a wider perspective on current affairs. However, the wrong approach to news reporting could disengage people from news all together. Mobilization occurs when the content of the media is a "serious, in-depth treatment of the news" (Newton 1999, 581). Appropriate political coverage, based on the characteristics of the demographic is important because it directly correlates with the efficacy a media consumer exercises in his or her life.

To test this study, Newton compared newspaper readers to non-readers and found that the political attitudes and interests of media consumers were directly related to how much information was consumed on a regular basis (if any at all). Of the surveyed, more people had "knowledge, trust, cynicism subjective efficacy and interest in politics" because they took in enough media content to know the difference between substantive news and empty news (p. 587). The increase in media use is essential for politics today as it can initiate participation and overall awareness. Messages coming from this powerful communication source can be shaped and tailored by the media organization itself so proper interpretations from translations is key in order to cultivate the same increase in political interest in Spanish-speaking communities. In the case of Spanish-language media in Yakima, the amount and types of coverage and content relating to major happenings should be examined in order to access the mobilization and political concern of Latino community members.

THE HISTORY BEHIND BILINGUAL MEDIA

A Spanish-language outlet that takes some of its news from source originally produced in English may run the risk of losing points through translation or exact translations may not get the same tone across to audiences. Some of them are direct reflections of the English-language counterparts and present the news exactly it was told. The possibility of racial suppression in the print media is realistic.

Mario T. Garcia (1985) looked at newspapers that aimed to break the barriers and provide news to Spanish speakers, particularly Mexicans in the United States between 1900 and 1930. He differentiated *La Opinión*, *El Spectador* and *Sin Fronteras* by highlighting their main objectives and messages. All three newspapers raised the attention of Mexicans toward social change by

first establishing the cultural roles of Latinos in America as he discussed the Mexican identity in the South at this time and how some news publications evolved this identity. The influx of Mexicans crossing the border for a better life, financially and politically, caused the creation of major communication hubs in the form of newspapers by Mexicans, for Mexicans. As an “organic part of Mexico” all of the immigrants could relate to each other about one language and one culture.

These publications were then able to channel its audiences and educate them about matters that are probably not talked about within the Latino community. First, *La Opinión* came about with a “proud to be Mexican” attitude about immigration and ethnic unity was key to protect one another from agencies of oppression. *El Spectador* noted that many immigrants had planned to stay in the United States and claim it to be their permanent home as well as the future home of future generations, so social equality was emphasized. Lastly, there was a continuing effort to promote a social justice mentality in *Sin Fronteras*, a paper reflected Chicano Movement ideals by fighting an ongoing battle against worker exploitation. The Chicano movement was a unifying progress for Mexican workers seeking “self-determination” (p. 112). It is acknowledged in M. Garcia’s chapter that not all of the newspapers represented the voices of all Mexicans, but they each touched on major political movements and social changes that affected all members of the Mexican-immigrant demographic. Latinos’ overall consciousness of pertinent issues is the first practical commonality that can be reached with the help of news communication.

Although *¡Viva!*, *Tú Decides*, and *El Sol de Yakima* distribute different types of stories, they all seem to have characteristics of the three publications mentioned in Garcia’s chapter. Garcia’s studies are important for this study because it questions objectives of Spanish-language communication and how media outlets (like newspapers) address issues of social importance that could possibly result in a more pro-active attitude of the reader.

WHEN LOCAL NEWS MATTERS, PEOPLE GET INVOLVED

In “Latino Politics in America: Community, Culture, and Interests” John A. Garcia (2003) argues that common understandings beyond a niche of people and a minority group as a whole establishes the important aspect of social unity (p. 78). “This is an important resource because on many occasions political leaders, officials, and institutions place the onus on Latino leaders to present their issues, positions, demands, and so on, as one voice,” (p. 79). Garcia explains the characteristics that encompass a variety of groups that identify as Latino. Organizing leaders that present “issues, positions, demands, and so on” have a social obligation to unify voices.

A look at research done by Mary Pardo in Los Angeles neighborhoods 1990s, the “Mexican American Women Grassroots Community Activists: ‘Mothers of East Los Angeles’” study results indicated that activism starts at the neighborhood level when there is a shared concern over local initiatives and decisions that affect the city. In an effort to establish a waste management and prison facility in East Los Angeles, in a predominantly Latino community, the state government received concerns from residents of that part of the county (Pardo 1990, 1). Mothers and women in East L.A. created Mothers of East Los Angeles, an organization that eventually succeeded in preventing the sites after opposing the state and local government’s

proposals by requesting political representatives to attend community meetings. Although this was just one issue, it initiated activism among the women in the area and educated them of how the system worked, developed leadership among individuals and informed the rest of the community of these issues. Garcia also argues that the basis of collective action and efforts lies within commonality in areas of interests, backgrounds, or financial circumstances (Garcia, J. 2003, 84). How and where Latinos get their information about such issues depends on the sources that are available to all Latinos, especially the media. The waste management problem was a local issue that had to be addressed and in order to rally support, people had to find out about it through media outlets that valued such information.

Political participation has a causal relationship with unification, because it encourages and enables people to utilize the newfound common ground as an appropriate place to engage in civic communication. Garcia acknowledges that participation and efforts to unify start with the individual. The incentives of participating are the motivating “pull factors” that can attract individuals into participating in order to fulfill his or her own needs and the needs of others in the group (p. 92). The way non-participatory behaviors are addressed in the literature indicates a misunderstanding of what can be a complex political system or process. A lack of communication between influential organizations and individuals regarding a certain matter that affects the entire neighborhood can be problematic. Looking at the media in Yakima, a connection and awareness of political matters is likely to mobilize individuals, thus the inner-workings and effectiveness of the outlets must be investigated.

III. DISCUSSION OF RESEARCH METHODS

To determine whether or not the approaches of past studies have been used and to what extent they have been effective, I decided that I had to formulate a better understanding of the political mobilization atmosphere of Yakima. My primary research consisted of three parts: investigating the general status and political presence of Latinos, a content analysis of the three Spanish-language newspapers, and interviews with media personnel. These three pieces provided me with evidence and answers to the questions I posed in my introduction.

THE PRESENCE OF LATINOS IN YAKIMA

I went through the following steps in order to determine the political mobilization status in Yakima:

- I began by doing some reading about Latino participation in the political realm throughout the state of Washington. Specifically, the National Association of Latino Elected and Appointed Officials' (NALEO) release "Latino vote in Washington: A demographic and political profile of Latinos in Washington."
- I connected with LULAC representative Ricardo Rico through telephone conversations to get an idea of what to expect and look for on my first trip to Yakima. Rico helped me determine who to contact from Yakima once I arrive and who would be resources for further information about the Latino community.
- After reading several online articles from the *Yakima Herald-Republic*, I got a glimpse of the lack of Latino political representation and leadership roles. I was able to do so using the ProQuest Newspaper online database from Penrose Library.
- I contacted the president of the Latino/a Bar Association to learn about the reasons why there are not very many Latino political leaders, lawyers and judicial figures in Yakima
- I decided to attend the caucus on February 9, 2008. As one of the largest cities in eastern Washington, I had to find out at where most Latinos resided based on a U.S. Census population density maps according to race in order to determine which district to visit. Using zip code of where a majority of Latinos reside in Yakima directed me to a caucus that was taking place at Carpenter's Hall.
- At the caucus, I met with one of the contacts Rico provided for me, Elizabeth Figueroa, a deputy director for LULAC and a woman who runs her own office serving the needs of Mexican immigrants in the area. I briefly spoke with her about her connections with Yakima Latinos.
- Later that same day, she introduced me to Rogelio Montes. After seeing how much the rest of the Latino community in Yakima relied on Montes for help at the caucus, I decided that he would be an appropriate outlet into the core of the Latino activism in Yakima. Montes was a former activist for the Carpenter's Industry Council, a labor union in Yakima. He had briefly explained some of his work with the labor union and how his political involvement climbed from that point. Meeting with Montes helped me understand the grassroots mentality and how assertiveness against unfair treatment can instigate social change in the form of a solid labor union. Montes informed me that he has rallied a lot of support from other workers and has recruited the help of high school students and adults to echo the union's civil rights as well as a collective desire for

immigration reform. Labor unions have also been vital organizations for Latinos. In Matt A. Barreto's "Latino Immigrants at the Polls: Foreign-Born Voter Turnout in the 2002 Election," studies done by Pantoja and Woods in 2000 showed that the presence of immigrant-led unions powered by Latinos increased voter turnout in 1998 elections.

- With Montes' his connections to local radio stations, he was able to contribute reminders about voting over the air and this led to my attempt at a closer listen on the popular Spanish radio stations in Yakima.
- On February 16, 2008 I met with Tony Sandoval (a reference from Figueroa) and asked about how his role as the Latino Democratic Caucus leader has affected the political behavior of Latinos in Yakima. I also inquired about the media sources that were used in the community to reach Latinos and what the positive and negative points were of each outlet. I later saw him featured in a February 15, 2008 article of *Tú Decides* about the Latino vote's importance for both the democratic and republican parties.
- I had a telephone conversation with Maria Cuevas on March 5, 2008. As a political activist herself, I asked about how she has rallied support for causes and events she has helped plan and put on. I also inquired about media connections and support that has assisting in getting information out about these events.
- Vickie Ybarra and I also spoke over the phone on March 6, 2008 and talked about how the school board connects with parents of Latino students. We discussed how the radio is an important source for information, available to parents.
- On April 13, 2008 I talked to Carlos de Leon, a college instructor at the Yakima Valley Community College. As an educator working with students who are migrant workers seeking to obtain basic literacy skills during off-season months, he informed me of helpful and unhelpful media outlets.
- Additionally, I looked at the size of the Latino population, how many Hispanic or Latino households speak only English, English and Spanish, or only Spanish (see Appendix B).

CONTENT ANALYSIS OF NEWSPAPERS

The three newspapers I chose to examine were *El Sol de Yakima*, *¡Viva!*, and *Tú Decides*—all of which are printed and distributed weekly. I chose these three because after several trips to Yakima, I found that these publications were in almost every grocery store and gas station I went to. Some of the people I had interviewed agreed that these newspapers were abundant and widely circulated throughout the city.

For the content analysis, I obtained 20 copies of each publication with dates spanning between October 26, 2008 and March 28, 2008. I decided to compare the most prevalent and relevant topics that each of the newspapers featured. I created a criterion in which I would count stories that fell under the recurring topic categories:

- Immigration – These would be stories on immigration policies, ICE raids, and "Question & Answer" pieces. For example, in *El Sol*, several issues featured readers who contributed a question about the details of immigration wondering how to get family members to safely immigrate, finalizing paperwork, etc., and experts would provide answers.

- U.S. national politics – A majority of the stories that fell into this category were coverage of the presidential race. Overlaps have occurred when President Bush has made speeches regarding domestic politics as well as his stance on immigration.
- Mexican news – Any story that reports from or about Mexico, including anything within the categories of sports, arts and entertainment. Other major social or political events occurring in Mexico are accounted for.
- Youth/education – Anything involving the youth including crime reports, academic achievements, athletic accomplishments, educational programs, school board issues and educational reform.
- Local civic organizations – About any group in the area that has been covered about work they have done, rallying for a certain cause.
- Local politics – This may include decisions made by local officials, town hall meetings, and city development issues.

Further in the content analysis, I tried to determine how the number of local political issues and matters going on in Yakima compared to other stories. I found it necessary to also assess the number of local reporters and their contributions to the paper compared to newswire sources that had little to no grasp on neighborhood-level stories.

Along with Radio KDNA, these media organizations were the points of focus for my report as I studied their history and origins, average circulation sizes/ratings, funding, mission statements and goals, programming and stories reported. An in-depth analysis of the structural features and its relationship with the content was necessary as well as input from activists and educators in the community about the media's effectiveness.

INTERVIEWS WITH MEDIA PERSONNEL

After determining which media outlets to focus on, I chose to speak personally with the people that run and work for each publication/station. I asked about the structural details of the organization.

El Sol de Yakima – Barbara Serrano, the Yakima Herald-Republic was the only representative that was able to meet with me about the newspaper on April 8, 2008. As the managing editor for the *Yakima Herald-Republic*, she has had some experience working with the *El Sol* editor, Joseph Treviño.

¡Viva! – I spoke with Fernando Aceves, the general director, about the origin of the organization and what kind of presence he sees this newspaper having in the Yakima community. Associates of Penny Press, the company that owns and runs several local papers in the area, also made a media kit available to me.

Tú Decides – I met with Albert and Blanca Torres in Kennewick on March 1, 2008 to become more familiar with the aim of the bilingual newspaper and what kind of success and challenges it has faced since its inception. It is the youngest out of the three newspapers I have studied.

Radio KDNA – I made two trips to Granger, Washington where the radio headquarters are located. My first visit was with Ricardo Garcia, the former director and major figure in KDNA's

creation. He informed me of the reasons why KDNA was created and how it has been growing in and throughout the Spanish-speaking community in the Yakima Valley

IV. DISCUSSION OF FINDINGS

The information I found supported the idea that Yakima has significant amount of Spanish-speaking readers and listeners, something that was re-enforced by how well circulated some of the Spanish publications have been. The combination of supportive and informative aspects in the media creates a strong bond. Giving all the information about a matter is necessary for readers and listeners to formulate their own opinions and decide what really matters to them. The three print publications in Yakima that have been most effective as seen in their circulation numbers and frequent availability in various businesses and schools around the area. Including Radio KDNA, the media in Yakima has been an effective tool for political mobilization by pushing information that is appealing to Latinos of all ages, income level, educational achievement, etc.

THE PRESENCE OF LATINOS IN YAKIMA

I conducted a formal interview with Elizabeth Figueroa on February 16, 2008. As a deputy director for LULAC immigration services and an Immigration Reform and Control Act that works closely with local Mexican families in the Yakima area, she informed me of several issues of disparities within the Latino community and the lack of unity. Although one Caucasian woman, a resident democratic candidate campaign supporter in the east side of the city, claimed that there were more Latinos and Latinas turning out to vote compared to the past years she's been attending the caucuses, with a turnout of about two thirds². However, it was quite clear that there is potential for more involvement. When asked how they knew about the caucus, several Latinos I spoke with said that they had heard from their friends and family members about it, but there weren't any formal organizations that approached them. From this trip, I determined that the communication barrier was a huge issue. Throughout the several hours of caucus proceedings, I noticed a few copies of newspapers and local literature about the elections that were either on newsstands outside of the facility or in the hands of individuals who had brought copies with them to read. The copies I received were *El Sol de Yakima* and *¡Viva!*

As one of the largest cities in eastern Washington, particularly one with a large Mexican population, the strength of city organizations should have been present. Figueroa elaborated on the lack of cooperation among groups in Yakima, thus affirming that unity and equal communication within the community could provide a stronger Latino voice.

When asked whether or not there was a group or organization in Yakima that does a really good job the Latino community involved politically, Figueroa replied, "Unfortunately, most of these groups are kind of divided. That seems to be something I've noticed. Rather than getting together, they're kind of just going apart." Churches and locally owned business are established and integral organizations that are not necessarily places whose main focuses are policy reforms. However, they are places a majority of the Mexican working class visits

² Informal interview by Melissa Navarro, Carpenter's Hall, February 9, 2008.

regularly as they are places to meet with family and friends, thus perfect forums to communicate issues that affect the entire community

Montes and had taken action with the help of the union after he was harassed by a former employer. Taking action was the first step to inspire other workers to not tolerate the mistreatment that many others, like Montes, were experiencing at work.

“I started learning new things about immigration, income taxes... you know? To help people,” said Montes, referring to when he first started leading the union.³ As more workers rallied around the organization and its purpose, there was not enough unity to make them visible to the entire community. “I was in charge of organizing the May 1st marches and the union members didn’t want to get too involved. I guess they were scared or something. They might get in trouble with their employer,” said Montes, who was then asked not to involve the labor union with the May 1st Movement, a nationally recognized solidarity and immigrant worker rights.⁴ The legitimate fear of exposure and job loss can cause an organization, like a labor union, to lose the membership power it needs to thrive. Tony Sandoval, the Latino Democratic Caucus leader acknowledges that there are driven individuals in the area, like Montes, but also agrees that there is lack of connection with other organizers, limiting the power of all groups.⁵

Unification through joint efforts in labor unions has gathered ample support. To maintain that support, a network of shared information regarding relevant issues like healthcare or immigration could keep members interesting in helping with a cause. Montes is no longer with the Carpenter’s Industry Council, but still continues to be a political activist in the community. In fact, about a week after the caucus, a few high school students came into the store he works at in downtown Yakima and asked how they could help to get more Latinos to become registered voters. “The mere act of even having an organization is a step in the right direction,”⁶ said Tony Sandoval, who agrees that no matter what your political thoughts are, one must always make it heard. To Montes, the interest of the high school students was the step in the right direction.⁷

One Latina caucus voter, who asked to remain anonymous after speaking with her at the caucus, expressed her grievance about the lack of Spanish literature and bilingual explanations, even in some newspapers. “It’s not like I’m not trying to learn English. I would love to so I can talk to my kids as they learn English in school. But when you work all day, it’s hard to make time to sit down and practice,” she said.⁸

The organizers of the caucus did well with helping voters find their voting locations, despite the confusion that many had at the beginning, but there was no sign of helpful translation services. A 20-year-old Latino who lived in the area was told by a politically active friend of his to help with the February 9th caucus by providing translation services to voters who needed assistance in Spanish. However, he was only there for a short period of time at the beginning of

³ Montes, Rogelio. Interview by Melissa Navarro, personal office in Yakima, February 16, 2008

⁴ Ibid.

⁵ Sandoval, Tony. Interview by Melissa Navarro, personal office in Yakima February 16, 2008

⁶ Ibid.

⁷ Montes, Rogelio. Interview by Melissa Navarro, personal office in Yakima February 16, 2008

⁸ Interview by Melissa Navarro, Carpenter’s Hall, Feb. 9, 2008

the caucus proceedings and left before the place filled with voters. After the young man had left, Spanish-speakers relied on each other as well as their children (who were not of age to vote) to translate and explain the caucus procedures.

The considerable amount of Latino voter turnout was change in the right direction according to caucus veterans. After the confusion and frustration displayed by all voters that day, I noticed that some voters wanted to leave and not have to deal with the complex process and since there was no adequate translation system provided it made it the ordeal even more dissatisfactory. Montes told me that he had to convince some of his friends to not walk out of this important day by explaining the power of the Latino vote in this year's presidential election. The *Yakima Herald-Republic* also provided, in Spanish, the locations of the different precinct caucus centers. Along with radio announcements through Radio KDNA, it seems as if more information regarding the voting process could be available in Spanish. Ricardo Garcia, the director of Radio KDNA told me that the letters KDNA were picked to sound like "cadena" which means chain or link in Spanish, "It represents unity and solidarity."⁹

Involving Latinos in local elections has been an issue, according Tony Sandoval. "Yakima is a big city, but Latinos are very underrepresented."¹⁰ Sandoval noted that there were a few Latinos and Latinas holding powerful positions in the community like on the school board, but also said that there could be more. A lack of Latino representation and some improper barriers that take advantage of the Latino community's weaker points may cause inactivity.

From the informal conversations I had and overheard with some of the caucus attendees, many Latino voters had just learned about the caucus and election fairly recently from talking to friends and family and/or reading the local papers. Radio KDNA had also sent out information about the caucus that caused a few Latino voters to attend. I then decided to investigate further into how media and communication affect the political activism of Latinos because it seemed to be the most influential mobilizer by reaching a lot of the Latino voters I saw at Carpenter's Hall that day.

⁹ Garcia, Ricardo. Interview by Melissa Navarro, Radio KDNA headquarters in Granger, Washington, March 1, 2008

¹⁰ Sandoval, Tony. Interview by Melissa Navarro, personal office in Yakima, Feb. 16, 2008

CONTENT ANALYSIS

The following are my findings after looking at the structural and content of each organization:

El Sol de Yakima – Organizational Profile

Distribution size	12,000 copies/week in Yakima County alone ¹¹
Funding	Product of Yakima Herald-Republic, advertisements, publicly-owned
Advertisements	Local restaurants, businesses, law offices and real estate agencies. Macy’s®, Safeway® + more
Mission Statement/Goals	<ul style="list-style-type: none"> - Provide Spanish language news to Spanish-speaking residents of Yakima - Address the same stories produced in the Yakima Herald-Republic - Report on cultural stories and events that affect/interests of the Latino community

Distributed in high schools, grocery stores, and places of business, *El Sol* is widely read in the city of Yakima. Because of its connection with the *Yakima Herald-Republic* the funding allows for *El Sol*’s production quality to match that of its English brother paper. It features classifieds, opinions, puzzles, sports, and comics, along with local and national stories.

¡Viva!

Distribution size	14,711 issues/week in the Yakima Valley ¹²
Funding	Yakima Valley Newspapers, advertisements privately-owned
Advertisements	Fiesta Foods, Safeway, local businesses, law offices, real estate agencies, Yakima Valley Farm Workers Clinic
Mission Statement/Goals	<ul style="list-style-type: none"> - Provide Spanish language news to Spanish-speaking residents of Yakima - Address the same stories produced in the local English papers - Report on cultural stories and events that affect/interests of the Mexican-American community - More focus on local stories/people

As for *¡Viva!*, it highlights both the negative and positive, while also informing the community about voting. However, beyond the front-page coverage on the caucus, much of the content in *¡Viva!* is more about other types of news and cultural pieces.

¹¹ *Yakima Herald-Republic* Circulations desk, April 13, 2008.

¹² Circulation Verification Council 2006-2007 Ethnic Print media Group Hispanic Readership Study.

Since the circulation of *¡Viva!* is much smaller compared to *El Sol* and *Tú Decides*, it is a clear challenge for Latinos in general to get information from this weekly publication. However, its reputation and 25-year run has so far been an indication of its continued success and popularity in Yakima. The city alone is the second largest recipient of *¡Viva!* distributions.¹³

Tú Decides – Organizational Profile

Distribution size	23,000 copies/week throughout the state of Washington ¹⁴
Funding	Advertisements and recent merge with <i>Seattle Times</i> has provided more funding for growing circulation, privately-owned
Advertisements	Local restaurants, businesses, law offices and real estate agencies, Fiesta Foods + more Qwest®, State Farm Insurance®, FedEx Kinko’s® + more
Mission Statement/Goals	“Tú Decides is the area's first bilingual Hispanic newspaper with a mission to provide all generations of Hispanics with a more balanced perspective and keener insight into the issues of our time. In effect, each reader is given an opportunity to decide for himself.” ¹⁵

Tú Decides has been successful in providing both political views in one article and mainly covers more stories outside of the political realm than the other two publications. As a positive newspaper, it presents pieces about Latino successes rather than arrests. According to *Tú Decides* creators, it gives young readers some uplift and possible motivation to do better in school and stay informed about news outside of the classroom. The youth has been the demographic that *Tú Decides* has been trying to include and increase the interest in their paper. It’s growing distribution and connection with the *Seattle Times* is allowing for more growth and outreach to several sub-groups within the Latino community. The March 7, 2008 article mentioned above introduced a point about the Latino vote and its reliance on bilingual informational resources:

“While the debate over immigration is driving some young Latinos to the polls, their interests extend to other issues, such as education, the war and the economy. But candidates who rely on such traditional political tools as Spanish-language ads to reach Hispanics may be missing many young Latino voters who get their political information in English or in both languages,” (Interview by Albert Torres with Maria Teresa Peterson, executive director of Voto Latino. *Tú Decides*, March 7, 2008).

¹³ Circulation Verification Council 2006-2007 Ethnic Print Media Group Hispanic Readership Study.

¹⁴ Torres, Albert. Interview by Melissa Navarro, Federal Building in Kennewick, Washington, March 1, 2008.

¹⁵ TúDecidesMedia.com.

Radio KDNA – Organizational Profile

Average ratings	Gross rating: 414,600/hr in Yakima, WA ¹⁶
Funding	Majority of income comes from underwriting and production, and federal/state grants.
Community Partners	<ul style="list-style-type: none"> - Center for Latino Farmers - Diocese of Yakima - Yakima Community Foundation - Yakima School District - Yakima valley Memorial Hospital - Plus dozens more from around the valley and the state.
Mission statement/Goals	<p>“Radio KDNA will direct its efforts as a minority public radio station in response to the cultural and informational need of Hispanic/Latino and other disadvantaged communities. Radio KDNA will produce quality radio programming to help such communities overcome barriers of literacy, language, discrimination, poverty and illness. In this way, KDNA will empower these communities to more fully participate in our multi-ethnic society.”¹⁷</p>

According to Arbitron Incorporated, a radio ratings and media research source, KDNA listeners usually listen from their homes compared to their cars or places of work.¹⁸ Radio KDNA has consistently been one of the most effective media sources for Latinos since it first started about 28 years ago. As a family friendly, daily public radio source it is easy to see why so many people rely on Radio Cadena for news and entertainment. Public support from businesses and local organizations has helped it run for many years. KDNA has helped advertise and co-sponsor events held by community partners. These community partners have served the Latinos by providing access to physical and emotional necessities such as healthcare, food, religious facilities and more.

Although it is a Spanish-language radio station, its effort to serve all Latinos is not addressed with KDNA’s small portion of English programs. Local volunteers run a youth program called “The Midnight Express” that features hip hop, R&B and hits that are popular among the youth in order to engage a generation that may not understand Spanish, but can understand the latest music. By midnight, once KDNA is off the air until 6 am, English programs come on and that is the extent of the KDNA’s bilingualism. However, the employees and some of the volunteers communicate in English and are all bilingual.

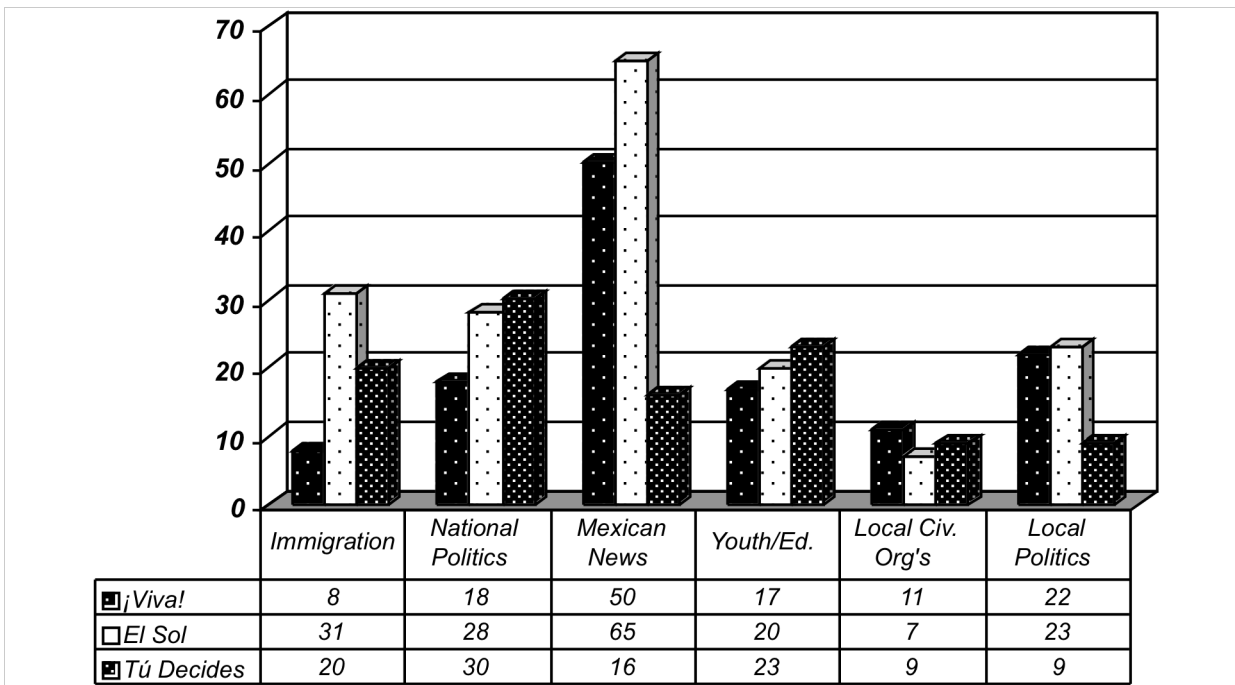
¹⁶ Arbitron, Inc. ListenerPC, Fall 2004.

¹⁷ Northwest Communities’ Education Center/Radio Cadena Annual Report 2006.

¹⁸ Arbitron, Inc. ListenerPC, Fall 2004.

Number of stories reported*

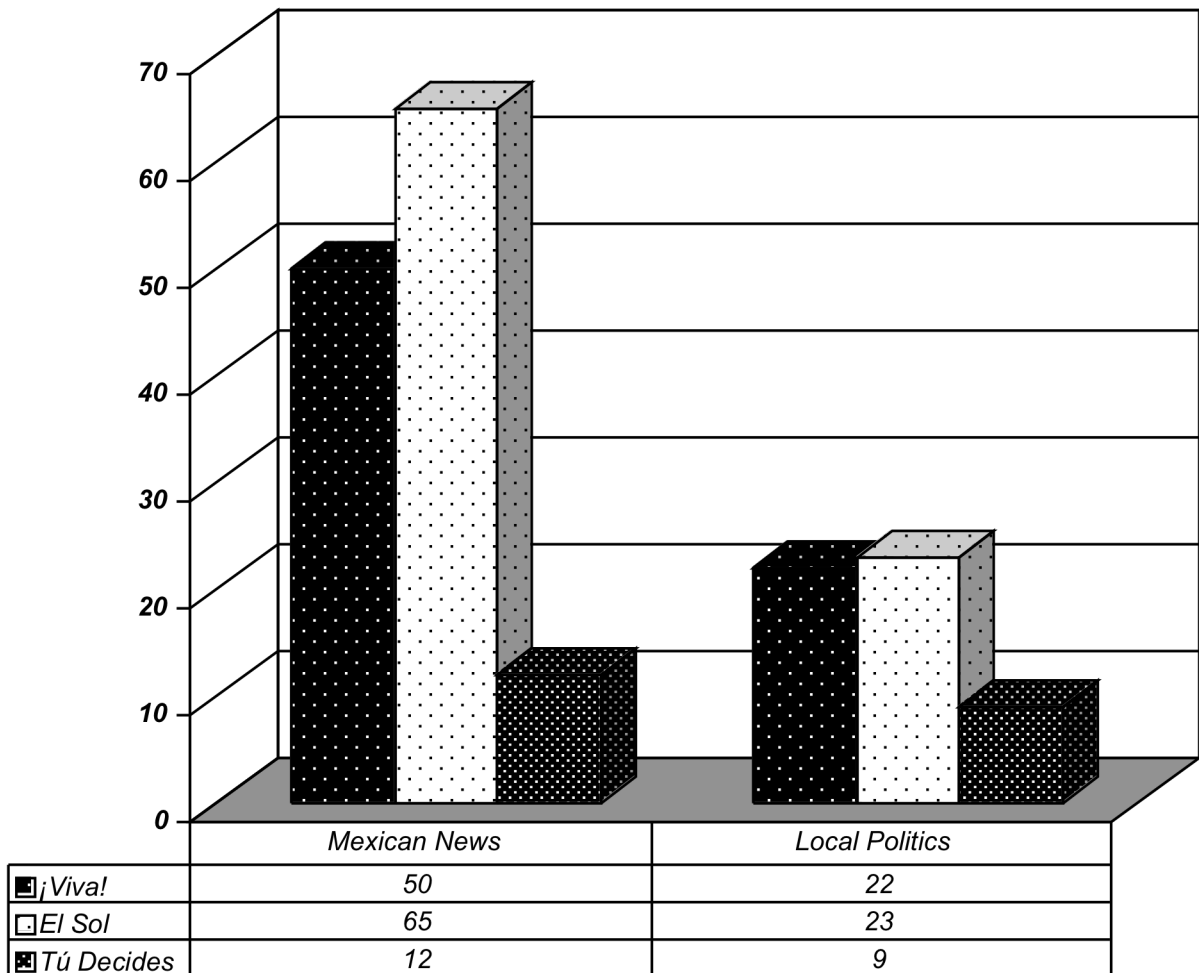
(20 weekly issues dated Oct. 26, 2007-March 28, 2008 based on author’s calculations)



For the content analysis, I counted the stories for each news publication that fell into each of the above categories. From the charts, the number of local stories are among the least reported news pieces. Of the three newspapers, *jViva!* reports the most on neighborhood issues in the Yakima area. For both *El Sol* and *jViva!*, the two newspapers located and distributed just in the Yakima valley and other parts of eastern Washington, have reported the most on Mexican news. It should be noted that *Tú Decides*, although located in Kennewick, is distributed statewide and does not identify with a particular city as a “home base” for local information.

* Based on Melissa Navarro’s calculations.

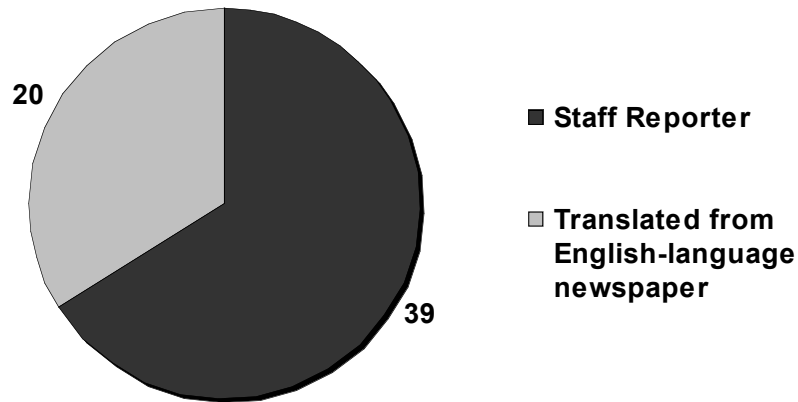
Number of stories about news in Mexico vs. Local Politics among each newspaper*
 (20 weekly issues dated Oct. 26, 2007-March 28, 2008)



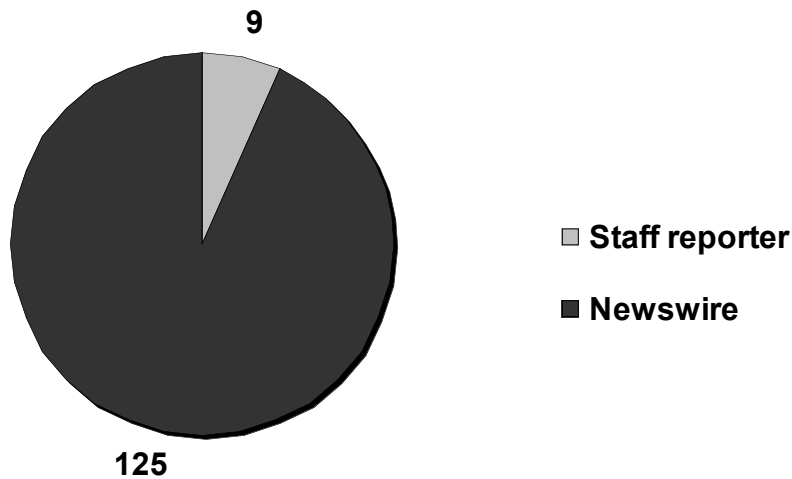
In this closer comparison between local politics and Mexican news, there is a clear gap between the two news categories for two of the three newspapers. A majority of the Mexican news stories covered sports, arts, and entertainment. This majority in Viva is about 64% and El Sol's follows closely behind at 60%. These news stories are essential for cultural interest and should not have to be taken away from the newspapers. However, the voice of local politics may be under-representing the Latino voice from not getting nearly as much coverage.

* Based on Melissa Navarro's calculations.

News reporting on local politics for all three newspapers – 59 total stories*
 (20 weekly issues dated Oct. 26, 2007-March 28, 2008)



News reporting on Mexican news for all three newspapers – 134 total stories*
 (20 weekly issues dated Oct. 26, 2007-March 28, 2008)



Based on the above graphs, there are far more newswire stories coming in for Mexican news, the topic that is most heavily reported on among all three newspapers. Staff reporters write about stories that are going on locally, however they share a significant amount of input as stories written by reporters of English-only newspapers.

* Based on Melissa Navarro’s calculations.

INTERVIEWS WITH MEDIA PERSONNEL

Through LULAC representative Ricardo Rico, I was able to speak with several members in the Yakima community that gave me insight on how prevalent the media is in the city. I was lead to four outlets that I decided to look into. After looking at the literature and listening to programs, I looked up contact information of the organizations and pursued the interview processes with several of the outlet's leaders.

El Sol de Yakima

Interviewee(s): Barbara Serrano, managing editor of the Yakima Herald-Republic

Main questions:

- What are some of the issues that get Latinos to become more involved?
- How do you think your organization could bring the community together?
- What are the pros/cons of your organization? Challenges?
- How do you think the media has/not helped other organizations?
- What type of person or organization do you think speaks the best to Latinos? Who do you think needs some serious improvements?

Covering several stories from the Yakima Herald-Republic, *El Sol* also covers topics specifically aimed at speaking to the Latino community. As the only writer of specific *El Sol de Yakima* stories, editor Joseph Treviño has been known to write deep, investigative pieces that present a raw perspective on issues that Latinos today are concerned with. In a February 7, 2008 opinion, Treviño's "Sobredosis de debate migratorio" (overdose of the immigration debate), discussed the danger of political candidates overly discussing points of the immigration debate, that some of the important themes surrounding the topic may be get overlooked. This type of piece causes voters to become more careful and cautious about what to listen for with political candidates.

El Sol features *Associated Press* and *Tri-City Herald* correspondence in order to include stories beyond the Yakima area. In order to address issues that local Latinos are concerned about, the newspaper features an extensive opinion section that has a section titled "Pregunta de la Semana" (question of the week). These questions usually ask about something pertaining to the front-page story. For example, in the February 1, 2008 issue of *El Sol*, the front page headline read "*Salud para todos—Conozca el programa 'Educación Comunitaria' del Hospital Memorial, de Yakima, sus clases en Español están llamando la atención del la comunidad hispana*" (Health for all—the program 'Common Education' of the Yakima's Memorial Hospital have classes in Spanish that are calling the attention of the Hispanic community). Asking the opinion of community members, question of the week asked "when seeking medical assistance, do you prefer to have an interpreter or is it better if your doctor speaks English?" Answers were unanimous in that all preferred Spanish, while some who had some bilingual skills would not mind if English was used.

Topics of health and family medical care are important to Latinos as with other members of the Yakima community. *El Sol* aims at addressing local issues that are of interest as well as national and international news that hold just as much newsworthy weight. The opinion section is a prime source of social discussion that increases awareness of relevant topics. Having the

opportunity for readers to submit opinions and by seeing others in the community voicing their thoughts may start the chain of communication within the forum of the newspaper.

¡Viva!

Interviewee(s): Fernando Aceves, general director

Main questions:

- What are some of the issues that get Latinos to become more involved?
- How do you think your organization could bring the community together?
- What are the pros/cons of your organization? Challenges?
- How do you think the media has/not helped other organizations?
- What type of person or organization do you think speaks the best to Latinos? Who do you think needs some serious improvements?

As the oldest of the three print publications, *¡Viva!* has maintained the same objectives, format and content since it started in the early 1980s. Privately-owned by Yakima Valley Newspapers and run by Toppenish-based Penny Press, *¡Viva!* is distributed throughout the valley and has been basic source for Spanish-language news.

“We pick up a lot of the stories from some of the English papers. The stories more than likely involve Hispanics 70-75% of the time,” said Aceves during a phone interview.¹⁹ Stories about Hispanics—positive and negative—make it to the front page of the paper. In the December 13, 2007 issue of *¡Viva!* the top story was about Latinas Networking for Justice, a women’s rights organization that educates Hispanic women about politics, the social security system, healthcare and more. On the bottom half of the page is a story about a Latino arrested for drugs and alleged murders. The depth and detail of the given stories are not as extensive as *El Sol*, but it does touch on local politics as well as the presidential elections. Sports occupy a large portion of each issue because soccer is arguably the most popular sport in many Latino cultures.

Gauging the community interests and addressing a variety of matters has kept *¡Viva!* going for as long as it has with continuing success. Compared to the other two, this newspaper is more community and culturally centered.

There are many comparisons that can be drawn when examining three similar articles in the three newspapers. On the topic of the Latino vote, *El Sol de Yakima* did a piece about Latino political behavior and why some people choose certain candidates. The February 7, 2008 issue of *El Sol* covered supporters of all three candidates somewhat equally, however I noticed that the front-page photograph was of a Latina holding up a picture of Hillary Clinton, the presidential candidate she supported. The story inside showed a photograph of a Latina who was a Barack Obama supporter. On the back page there was a Super Tuesday story looking at both Democratic candidates Obama and Clinton an next to it, in a noticeably smaller piece was an article about John McCain. The political preferences of Latinos in *El Sol* tends to be left of center and with this publication it has become clear that the majority will vote Democratic.

¹⁹ Aceves, Fernando. Interview by Melissa Navarro, telephone conversation, April 11, 2008.

“Besides word-of-mouth, I feel like the papers and the radio are easily accessible forms of information,” said Sandoval.²⁰ He provided copies of Spanish newspapers and articles that he felt were the most circulated throughout Yakima.

Tú Decides

Interviewee(s): Albert Torres, the Tri-Cities correspondent, CEO and Chairman of the Board; Blanca Torres, Executive Vice President of Marketing and staff manager

Main questions:

- What are some of the issues that get Latinos to become more involved?
- How do you think you or an organization could bring the community together?
- Are there enough bilingual resources available for Spanish speakers?
- What are the pros/cons of your organization? Challenges?
- How do you think the media has/not helped organizations?
- Who/what organization do you think speaks the best to Latinos? Who do you think needs some serious improvements?

Tú Decides (You Decide) is a print news publication based in Kennewick, Washington and provides pieces in English and Spanish in the same issues. Started up by Albert and Blanca Torres in January 2007, the bilingual newspaper is exponentially growing in popularity. This publication has become a key news source connecting to not only the Hispanic community, but native English speakers as well. “There’s five types of stories: there are stories only in Spanish that you will not find in any other language, there are stories in English that you will not find in Spanish. There are stories that match exactly the same in English and Spanish, but those are very rare. There are stories, (and this is both politics and other items) in English take one tone and in Spanish take another tone,” said Albert Torres, who noted that some key components in stories get lost in translation due to costly lingual services, so stories need to be shortened before changing languages.²¹ The potential danger in doing so is limiting the amount of information Spanish-speaking Latinos are receiving and they are therefore left without the power of knowledge on key issues.

According to Albert Torres, the purpose of the newspaper was to put a focus on identity and bring all members of the community around relevant issues. His wife, Blanca Torres, is the Executive Vice President of Marketing and has been responsible for gathering a number of different businesses (including local and Latino-owned) to support the publication. The Torres family decided to create newspaper because of an identity crisis their 11-year-old son had.

“He didn’t want to be Hispanic mainly because of what he was seeing in the media. The media—TV, radio and print—tend to target the gang violence stories and the deportations. You’ll see Hispanics on the front cover in handcuffs being thrown into an INS van. Although, those stories are true, it is less than one percent of our community,” said Blanca, emphasizing *Tú Decides’* focus on positive stories.²² As for *Tú Decides* correspondents and columnists report on possible incidents in which Hispanics and non-English speakers could be scammed—an effort to

²⁰ Sandoval, Tony. Interview by Melissa Navarro, personal office in Yakima, Feb. 16, 2008.

²¹ Torres, Albert. Interview by Melissa Navarro, Federal Building in Richland, Washington, March 1, 2008.

²² Torres, Blanca. Interview by Melissa Navarro, Federal Building in Richland, Washington March 1, 2008.

inform and protect Latinos. By providing knowledge in accessible resources provides empowerment for the reader and also has the potential to transform opinions into action.²³

Addressing the positive stories that celebrate the Latino identity and achievements is one of the objectives of *Tú Decides* because it looks at stories of famous Hispanic actors earning awards in the same issue that features local businesses that embrace the heritage.²⁴ By presenting these stories in both English and Spanish, the newspaper is able to communicate these stories to several generations or sub-groups of the Latino community (Garcia, J. 2003, 141).

Radio KDNA

Interviewee(s): Ricardo Garcia, director; Gabriel Martinez, station manager

Main questions:

- What are some of the issues that get Latinos to become more involved?
- How do you think you or an organization could bring the community together?
- Are there enough bilingual resources available for Spanish speakers?
- What are the pros/cons of your organization? Challenges?
- How do you think the media has/not helped organizations?
- Who/what organization do you think speaks the best to Latinos? Who do you think needs some serious improvements?

The interview with Ricardo Garcia gave me insight on how public media serves to inform without biased opinion. KDNA originated in the Northwest as a result of several Mexican immigrants making their way up to Oregon and Washington and were in need of Spanish-language media outlets in order to stay connected and informed.

In order to create a stronger message along with positive news pieces, realistic and informative rhetoric must also be available. Radio KDNA is a Spanish-language public radio station based in Granger, Washington and reaches throughout the Yakima Valley and into the Tri-Cities. Since it is a public radio station, biased campaign messages are not allowed. Aimed at the farm worker audience, KDNA was able to obtain an educational, public radio license.

“We use radio to educate, motivate, encourage and move the listeners to learn, to action, to understand their rights as it relates to immigration and education,” said Ricardo Garcia, who has been the Radio KDNA director since it first aired on December 19, 1979.²⁵ Programs run throughout the day with children’s shows, local/national/international news, and “cambalache,” a live market that people can call to buy and sell items on the air. Counseling services to members of domestic violence and financial services are also offered on the air for anyone in the area in need of assistance.

As a community effort, several of the contributors and underwriters for the program are organizations in which Yakima Latinos are actively a part of²⁶. Connections with school districts and parent/teacher associations have been particularly prioritized because education is highly

²⁴ *Tú Decides*. 2(12). April 4, 2008.

²⁵ Garcia, Ricardo. Interview by Melissa Navarro, Radio KDNA headquarters, Granger, Washington March 1, 2008.

²⁶ Ibid.

valued for Latino youth. Having Radio KDNA as an essential part of the listeners' lives shows the connection people have with one another.

For political involvement, Radio KDNA was responsible for informing the registered voter listeners to attend the caucus. In an issue of *¡Viva!*, another privately owned Spanish-language newspaper; Ninfa R. Gutierrez reported the tremendous success of Latino voter turnout on the day of the February 9th caucus. Right above this article was another piece done by Gutierrez about Radio KDNA's partnership with Radio Bilingüe, a satellite Spanish radio station. According to most of the Latino voters at the Carpenter's Hall, they got the information to register to vote and attend the caucus through radio and word of mouth.

The radio station is in the process of making way for a new facility and demolishing the current building they are currently placed in. Once they have sufficient funds for this project, Radio KDNA and their community partners plan to make a cultural plaza, constructed as a social square with merchants, entertainment and other businesses. According to Garcia, this will provide a better connection with the neighborhood of predominantly Latino residents.

Radio KDNA has worked closely with *El Sol de Yakima* (The Yakima Sun), a weekly Spanish newspaper released by the Yakima Herald-Republic. This united system consists of El Sol reporting and investigating the issues that KDNA might pitch, gathering information and facts from its audience.

V. RECOMMENDATIONS

Based on my primary and secondary research, I have formulated recommendations that I feel would benefit the Latinos in Yakima and get them mobilized in the community. These recommendations are specifically targeted at the media outlets I have examined and others that this report as not touched on. It is necessary for Spanish-language media forms to first assess the needs of the community and recognize that there are several ways to use its powerful influence and capacity to get people involved.

- More coverage on local issues – this can provide the reader knowledge on matters that they may be concerned with, but may not even know about if the media does not provide adequate coverage. This report has shown that coverage on local issues hits home for the residents and a lack of coverage can disengage an audience from the media source all together. This consequence could be detrimental to the Latino presence and efficacy rate. If people know what is happening in their own neighborhood or city, the more likely they will feel the impact and possibly feel compelled to get involved.
- More stories written by local reporters staffed by the newspaper itself – the local reporter that is staffed by the Spanish-language outlet is essentially the next-door neighbor to the average Latino resident. These people have the ability to gauge the interest and needs of the community in order to effectively report, inform and interest Spanish speakers in Yakima. The relationship between local reporters and average residents creates harbors a very close dialogue and would allow neighbors to speak. This lets the reader know that his or her thoughts and concerns are worth listening to, so they would be more likely to provide input and become more mobilized.
- More balance between U.S. and Mexican news – attracting the interests of readers through stories of cultural appeal can and should be balanced with what is occurring in the Latino reader's present home in the United States. There is a large amount of sports, arts, and entertainment reported in the Yakima media indicates a strong interest in cultural pieces from the home of origin of some Latinos, so omitting this material is not necessary. Valuing origins and heritages of all readers provides inclusiveness so Latinos can feel that they, too, are important culturally and politically. Nevertheless, more representation of U.S. and local news can provide residents with a wider sense of social awareness so it should increase in proportion to Mexican news.

The current state of Latino political involvement in Yakima is not as progressive as it should be especially considering their large presence and increasing size of population. The media outlets that this report looked at have an enormous potential to cultivate a collective understanding and interest in civic issues. These outlets cannot reach that potential without the voice of the Latino community. The news must be by people who can understand the community and it must be directed back to the community in order to keep a healthy cycle of information flowing. More awareness creates more decision on the part of Latinos. If all three newspapers and Radio KDNA keep up consciousness of what really matters and what should be reported on while also maintaining a goals of informing the Spanish-speaking community, then this communication can serve as a first step toward a more mobilization in Yakima.

APPENDIX A: QUESTIONS/INTERVIEWS

Overarching questions:

- What is the history of your organization? How did it start?
- How do you get your funding? Do you have to apply for a grant? Size of budget? How many contributors do you get? Latino contributors?
- Size of membership?
- What is your relation to other organizations?
- What are some of the issues that get Latinos to become more involved?
- How do you think you or an organization could bring the community together?
- Are there enough bilingual resources available for Spanish speakers?
- What are the pros/cons of your organization? Challenges?
- How do you think the media has helped/not helped?
- Who/what organization do you think speaks the best to Latinos? Who do you think needs some serious improvements?

Interviews

- Lorena Gonzalez – President of the Latino/a Bar Association – Feb. 2, 2008
(Phone) – Notes/15m – English
After reading an article in the Yakima Herald-Republic, I asked Gonzalez why there is a serious lack of Hispanics holding high positions in Yakima, particularly the judicial seats. As the president of the Latino/a Bar Association, Gonzalez informed me that the those who would be qualified academically, have just gotten out of law school, are somewhat inexperienced and flock to cities like Seattle to develop their career, rather than staying in areas like Yakima and hold off from even applying until they are of an age when they have a sufficient amount of legal experience to hold such a position.
- Elizabeth Figueroa – LULAC deputy and immigration services – Feb. 16, 2008
(Office in Yakima) – Recording/37m16s – English
During our interview, I asked Figueroa about the current local issues and concerns in the Yakima area. I also inquired about other organizations and facilities available to Latinos to get them more civically involved.
- Tony Sandoval – Latino Democratic Caucus leader – Feb. 16, 2008
(Office in Yakima) – Notes/1hr15m – English
I had asked Mr. Sandoval about his own efforts to mobilize other Latinos and have then pursue city positions. I had also inquired about media resources that were particularly useful (or not useful) in informing communities of urgent issues. The interview went deeper into the misrepresentation of minority communities and what was being done to solve this apparent problem.
- Rogelio Montes – Local activist, formerly of carpenter’s union – Feb 16, 2008
(Store in Yakima) – Recording/45m – English & Spanish
Montes explained his role as a charge filer for the carpenter’s union and his own efforts to draw attention to the upcoming election. I also asked about how he got in touch with

Elizabeth Figueroa and what kind of opportunities are presenting itself and what sort of changes are being made for Latinos now that there has been more outspoken involvement.

- Ricardo Garcia – director of Radio KDNA– March 1, 2008
(KDNA headquarters, Granger, WA) – Recording/51m34s – English
(See Overarching Questions)
- Albert & Blanca Torres – Tú Decides Media – March 1, 2008
(Federal Building, Richland, WA) – Recording 1hr15m – English
(See Overarching Questions)
- Tomas Chavez – Latino registered voter – Feb. 16, 2008 –
(Office of Elizabeth Figueroa) – Notes/5m – English
He is a 19-year-old from Sunnyside, but works in Yakima. I asked him about youth involvement in voting and how well word of mouth versus the media affected activism.
- Maria Cuevas – educator at Yakima Valley Community College– March 5, 2008 –
(Phone) – Recording/37m55s – English
As a political activist herself, I asked Cuevas about how she rallied support for causes and events she helped put on. Since she is an educator, I also asked about what kinds of programs she puts on to help educate the community about current affairs and pertinent issues about race and politics.
- Barbara Serrano – Yakima Herald-Republic managing editor – April 8, 2008
(Yakima Herald-Republic) – Notes/14m - English
Since Joseph Trevino was unavailable for an interview, I spoke with Serrano who is the managing editor and someone who as worked with Treviño before. She informed me that the weekly publication of El Sol has a large grasp on Latinos in Yakima reporting on a variety of human-interest pieces, political news, local events/calendars, and sports.
- Gabriel Martinez – station manager of Radio KDNA – April 8, 2008 –
(KDNA headquarters, Granger, WA) – Notes/15m – English
From Martinez, I was able to access rating information and find out about youth outreach programs currently lined up the Radio KDNA broadcast.
- Vickie Ybarra – President of the Yakima Valley School District Board – March 6, 2008 –
(Phone) – Recording/26m53s – English
I asked how the school board assists with bilingual resources and what kind of outreach is being done to connect with parents and students. We discussed how important the radio was as a source of information.
- Fernando Aceves – general director of *jViva!* – April 11, 2008 –
(Phone) – Recording/10m18s – English
(See Overarching Questions)

- Carlos de Leon – College instructor for YVCC adult basic education dept. – April 13, 2008 – (Phone) – Recording/42m55s - English
de Leon works with students whom are migrant workers seeking to obtain basic literacy skills during off-season months along with English as a Second Language and GED acquisition course.

APPENDIX B:

U.S. CENSUS 2000

HISPANICS OR LATINOS (OF ANY RACE) IN YAKIMA CITY, WASHINGTON

Language spoken at home (Population 5 years and over)	Number 20,872	Percent 100.0
English only	3,306	15.8
Language other than English	17,566	84.2
Speak English less than "very well"	9,878	47.3
Spanish	17,465	83.7
Speak English less than "very well"	9,838	47.1

Source: U.S. Census Bureau, Census 2000 Summary File 4, Matrices PCT35, PCT36, PCT38, PCT43, PCT45, PCT47, PCT49, PCT61, PCT64, PCT67, and PCT70.

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