

# Alternate Language Media Targeting Non-English Populations

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## **Objective**

The objective of this activity is to promote effective outreach targeting non-English speaking populations within the community, and to better meet the requirements set forth in [24 CFR Part 91](#).

## **Summary**

States and localities can improve outreach efforts to non-English speaking populations via notices published in non-English languages, and in non-English language publications, radio and television stations. Translated content can be tailored to emphasize topics of particular interest to non-English speaking communities. Using the social media presence of non-English media organizations can produce innovative partnerships.

Potential ways to target non-English speaking communities include:

- Publishing translated announcements in weekly and daily non-English language newspapers.
- Non-English language radio stations.
- Posting translated content on public transit billboards and ads in geographic corridors with a high density of targeted non-English speaking populations.
- Sharing translated content through non-English speaking media organizations' social media accounts such as Facebook and Twitter.
- Translating public notices into non-English languages for inclusion in English language publications.
- Tailoring translated announcements to highlight the concerns of non-English speaking populations.
- Consultation can involve key non-profit and public agencies serving non-English speaking sectors of the state or community and may require language accommodations to facilitate participation.

## **Application to the Consolidated Plan**

Using non-English language media and communications can help increase successful outreach to non-English speakers in the Consolidated Plan process.

## **Target Audience/Usage**

The target audience for this activity is non-English speakers and other target sub-populations in the jurisdiction.

## **Logistics and Materials Needed**

There are a wide variety of mechanisms to consider when exploring how to effectively publicize hearings and other citizen participation activities to non-English speaking communities. Grantees may find that an inventory of non-English speaking communities within the state or locality is necessary. Non-profit and public agencies can serve as helpful conduits of information and resources to specific non-English speaking communities.

Services such as [Google Translate](#) can quickly develop initial draft translation of flyers and public notices, which can then be revised by a qualified translator. Media outlets themselves may be willing to make limited translation services available as a public service for the communities they serve. Once non-

English speaking communities have been effectively reached, translation services for public hearings will be necessary.

In addition to producing translated material, grantees should consider developing a more comprehensive strategy for cultural and linguistic organizational competence. Some ideas for improving the effectiveness of alternate language media communications include:

- Recruiting a bilingual spokesperson from the community who can speak fluently about the role of citizen participation in the Consolidated Plan process, both to reporters and on radio and television appearances.
- Using the guide to interpretation services published by the [American Translator's Association](#) to understand how to work with translation services and implement non-English language translation strategies best practices.
- Understanding the audience of non-English media outlets. For example, are some publications or programs targeting specific age or income groups within a non-English speaking population? Are some media outlets or programs seen as a more credible source of news than others? Is there are particularly popular radio or television personality or program that should be targeted?
- Fostering relationships with non-English language journalists. Journalists with a special focus on specific ethnic communities can be helpful in targeting communication with non-English speakers.

#### **Examples of the Use of non-English Media**

- The city of San Francisco, CA placed translated Chinese and Spanish language public notices in libraries as well as prominent local non-English community-based publications. Additionally, the city's website for Community Development provides a [pull down menu](#) that allows for all content to be translated into over 70 languages.