

Presented
by:

News Voices: Colorado
COLab
Colorado Media Project

Latinx Voices
Working Group

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Designed by Orville Parker III



Think Big Act Now

A call to action from Latinx Coloradans for
equitable and just local news



COLORADO
MEDIA
PROJECT

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Executive Summary

In the spring of 2021, a group of Latinx Coloradans from across generations, regions and professions began meeting to tackle a series of questions: What would it take to ensure that local-news coverage reflects, respects and reaches out to the state's Latinx communities? What actions must newsrooms, community members and funders take to create a future in which Latinx communities have the power to prevent the media from sidelining, stereotyping and silencing them?

Our conversations took place as part of a collaboration among Free Press' [News Voices: Colorado project](#), the [Colorado Media Project](#) and the [Colorado News Collaborative \(COLab\)](#). The organizations convened the working group to support a community-led effort to answer those questions and to push for action. History has proven that without community pressure, newsrooms — like most institutions of power — are slow to change.

That resistance to change has had damaging consequences for Latinx people and other communities of color, which have had to rely largely on predominantly white newsrooms to tell their stories. The lack of representation, outreach and balanced coverage has resulted in depictions of Latinx people that are overly simplistic, that focus on deficits rather than strengths, and that engender bias, discrimination, disinvestment and disregard.

News Voices: Colorado began its work with Colorado's Black and Latinx communities in the aftermath of the murder of George Floyd and the uprisings that followed. Our work continued as the pandemic exacted its disproportionate toll on Black and Latinx communities — and as management and staff at the state's leading newspaper, *The Denver Post*, [together challenged owners](#) to transform its workplace into one that is more inclusive and supportive of journalists of color and that diversifies its coverage.

The Latinx Voices Working Group came together as a Latina journalist at the state's most widely viewed television station [reported](#) that she and two Latina colleagues had been let go over the course of a single year. In the [resulting furor](#) over her depiction of a newsroom that held journalists of color to different (and shifting) standards, a group of Latina lawmakers and the National Association of Hispanic Journalists met with station leadership demanding changes from the top.

Community members and journalists alike were in no mood for appeasement. Anger coursed through the [public conversation](#) that launched the working group in April.

“It is just so difficult to realize that the struggle continues,” said longtime political and community leader Polly Baca. “This has been going on in my lifetime since the ’40s and ’50s and beyond. I keep thinking we are making progress — and we are — but there is this slide backward. ... It’s a constant education process. We cannot afford to relax. ... It’s a constant struggle.”

The recommendations shared in this report are a response to that struggle. They come out of more than a dozen hours of discussion, beginning in May and ending in July, among the following Latinx Voices group members:



Working-Group Members

- **Jonathan Alcantar**, associate professor of Mexican American Studies, UNC Greeley
- **Polly Baca**, COLab board member and former state lawmaker
- **Patricia Barela Rivera**, owner and president of PBR Solutions and longtime community leader and advocate
- **Ana Campbell**, editor, *Denverite*
- **Linda Carpio Shapley**, publisher, Colorado Community Media
- **Susan Gonzalez**, social-media strategist, *Chalkbeat*
- **Elizabeth Hernandez**, reporter, *The Denver Post*
- **Rossana Longo-Better**, bilingual equity reporter, KGNU Independent Community Radio
- **Tzigane Martin**, communications and digital coordinator, Padres y Jóvenes Unidos
- **Erika Martinez**, director of communications and community engagement, Denver Public Library

EXECUTIVE SUMMARY

- **Deb Ortega**, director, DU Latino Center for Community Engagement and Scholarship
- **Carmen Palacios-Ramirez**, manager, Division of Community and Neighborhood Resources, City of Longmont
- **Pauline Rivera**, publisher, La Voz
- **Ana Soler**, senior program officer, Gates Family Foundation
- **Lynne Valencia**, former director of strategic partnerships at Denver7/KMGH
- **Brenda Vargas**, president, Movimiento de Radical Cultura

Other contributors to our discussions included: **Jim Chavez**, executive director of the Latin American Educational Foundation; **Rudy Gonzales**, executive director, Servicios de la Raza; **Tina Griego**, COLab reporter/editor and the first Latina columnist at a major daily paper in Colorado; and **Alex Sanchez**, founder and executive director of Voces Unidas de las Montañas.

The group met for three online work sessions that delved into the power newsrooms wield over communities through decisions about what is covered — and what is not. These conversations also explored how local stories are covered, and by whom.

The discussions were at times full of frustration and impatience with the incrementalism and equivocation that has marked so much of the history of change within local media. But it also brimmed with a belief that a confluence of factors, large and small, place structural change within reach. Among them: the ongoing growth of the Latinx community's numbers and economic power; the antiracism movements that have forced newsrooms to grapple with their lack of diversity and their reinforcement of white supremacy; and the formation of collaborative networks within local media that are broadening outreach to long-left-behind communities.

Significant changes have been achieved in the decades since the Chicano movement, the fruits of which are visible among the roster of the working group itself: Baca, Colorado's first state senator of color; Rivera, first Latina publisher of a bilingual newspaper; Hernandez, a first-generation Latina college graduate who became a journalist; Carpio Shapley, the first Latina publisher of a Colorado community-newspaper chain; and Ortega, the first Latina full professor at the University of Denver.

Recommendations

1. **Hold newsrooms accountable** for increasing Latinx diversity on staff, among sources and in stories.
2. **Create programs for Latinx youth** to learn about the impacts of news media and participate in its change toward accurate, fair and equitable coverage.
3. **Support existing and emerging networks** of Latinx information providers, storytellers and community members.
4. **Build Latinx-owned media power.**

In each of the recommendations, a role exists for newsrooms, communities, funders, and, in some cases, policymakers. This report details specific actions each can take. The report envisions collaboration, with newsrooms sharing power and shaping coverage with communities. The report also envisions a media landscape that is transparent, with communities equipped to call local newsrooms to account. We envision a world where Latinx Coloradans can broaden their information networks so they can tell their own stories and reduce their dependence on newsrooms that fail to follow promises with action.

The Latinx community is no more a monolith than any other community. We recognize that these recommendations do not speak for all within the group. But we hope the questions, ideas and plans of action generated add to the rich history and current activism of Latinx Coloradans. We hope they spark further conversation, more ideas and new partnerships that together will take us into a future where the media's power is shared and expanded by communities of color.

Transforming old systems while building new ones is no small undertaking, but it is both possible and necessary. In the words of Rudy Gonzales, executive director of the Latinx-serving nonprofit Servicios de la Raza: "It is going to take all of us" to create a future filled with local news that we all deserve.

News Voices: Colorado expresses our deepest gratitude to the working-group members for their passion, optimism and commitment. These recommendations have been forged in a time of many challenges and the result was a coalescence of community members determined to aspire, to innovate, to reflect and to demand.

Introduction

News Voices: Colorado began examining the questions of how to repair and rebuild a long-difficult, often-damaging relationship between communities of color and local media in the aftermath of the 2020 uprisings.

In January and February of 2021, News Voices: Colorado, the Colorado Media Project and COLab convened the Black Voices Working Group, consisting of community members, storytellers, journalists and funders. In March, these organizations began outreach to the Latinx community. Just as that work was beginning, Westword published former 9News reporter Lori Lizarraga's [column](#) about her firing and that of two other Latina reporters. The Latinx Voices Working Group was forged in the uproar that followed.

The group became the vehicle for the passion and dissatisfaction of an intergenerational group, largely women, who attended each session with the same message for local media:



No more.

The [disproportionate impact](#) of the pandemic on the Latinx community also fueled this sentiment. Throughout the first year of the pandemic, Colorado's Latinx population, like Latinx communities nationwide, was nearly [two times more likely to contract COVID-19](#) than whites, more than four times more likely to be hospitalized, and almost three times more likely to die from COVID-19. The lack of equal access to critical information, particularly among Colorado's Spanish-dominant communities, also became a central part of the working group's conversations.

News Voices: Colorado made a conscious effort to bring together working journalists and community members. The goal was to open up more channels of communication so both groups could better understand each other's experiences and points of view and craft some shared solutions. The journalists spoke of their own frustrations with the slow pace of change within newsrooms, something they attributed to a combination of tight budgets that cut reporting staffs to the bone, ignorance and differing priorities among management.

The slogan of the working group quickly became "think big," followed immediately by "act now." That urgency fueled the following four recommendations.

Recommendations

1

Hold newsrooms accountable for increasing Latinx diversity on staff, among sources and in stories.

2

Create programs for Latinx youth to learn about the impacts of news media and participate in its change toward accurate, fair and equitable coverage.

3

Support existing and emerging networks of Latinx information providers, journalists, storytellers and community members.

4

Build Latinx-owned media power.

1ST RECOMMENDATION

Hold newsrooms accountable for increasing Latinx diversity on staff, among sources and in stories.

For:

Communities, newsrooms, funders

What we heard:

The previously mentioned 9News controversy prompted the working group to identify its top priority: holding Colorado newsrooms, the majority of which are primarily white, accountable for the public promises they have made to achieve diversity, equity and inclusion among their staff.

“This fight has been going on for generations,” said Servicio de la Raza’s Gonzales. “Generations. And here we are again. ... We are up against such entrenched powers that it is going to take all of us to deconstruct media that has declined, denied and ignored us forever.”

The first step toward accountability, group members said, lies in transparency. The community must know precisely how many journalists of color are working in Colorado newsrooms. And hiring is just part of the picture, noted group member Lynne Valencia, the former director of strategic partnerships at Denver7/ KMGH. Retention and promotion data speak directly to workplace culture and values, she said.



The group called for a publicly available annual audit of newsroom demographics by position to establish a baseline by which to track progress or lack thereof. Salary information should also be included to ensure that journalists of color are paid on par with their white counterparts.

Without that information, it isn’t possible to determine which newsrooms have a “genuine interest and commitment to making [newsrooms] more racially equitable,” said Erika Martinez, working-group member and the Denver Public Library’s director of communications and community engagement.

A news-organization staffing audit would “go a long way toward holding ourselves accountable,” said Linda Carpio Shapley, working-group member and publisher of Colorado Community Media, which owns 27 weekly and monthly papers in the Denver metro area.

At the time the working group began meeting, *The Denver Post*’s union, the Denver Newspaper Guild, published a call — joined by the *Post*’s management — for more diverse staffing and coverage. Among their demands to the paper’s hedge-fund owners: “Actively ensure recruitment practices reach candidates in underrepresented communities so our candidate pools for jobs and internships include those groups.”

The working group included several journalists, who asked what role they could play in changing newsroom culture and holding their outlets accountable to Latinx communities. Latinx journalists need institutional support, resources and capacity to, as *Denverite* Editor Ana Campbell put it, “not just [tell] stories about the Latino community but for the Latino community.”

Newsrooms need more reporters, plain and simple, said *Denver Post* reporter Elizabeth Hernandez — especially bilingual reporters focused on the Latinx community. But budgets are tight, she noted, and when owners are predatory hedge funds intent on cutting costs, the challenge is even greater.

Group members also discussed ways in which newsrooms can bring a greater diversity of voices and experiences to their coverage. Members proposed a range of tools, including audits of news stories to pinpoint source diversity. The group also called for coverage that highlights assets in the Latinx community and educates the general public about the community’s diversity.

“Do not treat it as a monolith,” said working-group member Carmen Palacios-Ramirez, manager of the City of Longmont Division of Community and Neighborhood Resources. “Tell the stories of those [who] have been here for generations to those who arrived yesterday.”

How it could work in Colorado:

Communities, newsrooms and funders could commit to conducting and publishing newsroom staffing and content audits and collaborating with Latinx community members to address the lack of diversity within newsrooms.

RECOMMENDATION 1

Communities:

1. **Create a community board** to watchdog local-newsroom hiring and coverage; call out content that is biased or otherwise inadequate; call out lack of representation; and promote greater coverage of Latinx communities.

Example. In the aftermath of Lizarraga’s Westword column, a group of local Latina lawmakers and the National Association of Hispanic Journalists rallied to confront the station’s management, demanding change.

2. **Participate in newsroom-advisory committees** to provide regular feedback on staffing and coverage.

Example. In the early 2000s, *The Rocky Mountain News*, in partnership with the National Association of Hispanic Journalists, participated in the Parity Project, which created a Latino advisory committee that regularly met with the paper’s top staff.

3. **Contribute to the creation** of an online database for Colorado newsrooms of local experts of color from across professions, specialties and community organizations.

Example. New Jersey Advance Media & the Center for Cooperative Media at Montclair State University have created an [online database](#) of diverse sources to “ensure that New Jersey local and statewide news coverage is more equitable and better reflects the communities we serve.”

Newsrooms:

1. Commit to participating in a content audit to assess the level of diversity and representation of members of Latinx communities in both stories and images.

Example. *The Philadelphia Inquirer* commissioned Temple University to [conduct a research study](#) in 2019 to sample 3,000 articles, photos and videos.

2. Complete a publicly available annual disclosure of staff diversity that features hiring, retention and promotion numbers.

Example. In 2020, Gannett pledged “to build a workforce that mirrors the demographics of the nation and the communities we serve by the end of 2025.” As part of that pledge it will publicly report staff demographics every year. In September 2021, local Gannett newsrooms *The Coloradoan* and *Pueblo Chieftain* published front-page columns detailing their editorial-staff hiring over the previous year with photos and bios of the new hires.

3. Provide equal pay, support groups and mentorship for Latinx journalists.
4. Create pipelines of talent, collaborating with community organizations, high schools and higher education to cultivate interest in all aspects of the profession, from the business side to the newsgathering side. “Creating a pipeline is a must,” said KGNU’s Longo-Better.

Example. The [Urban Health Media program](#), which a former USA Today journalist co-launched in the Baltimore area in 2017, has trained dozens of high-school students from under-resourced schools. The program, which pays students stipends, has a virtual bureau in Miami and young correspondents in Maryland, Ohio, Philadelphia and Washington, D.C. Also, Colorado Public Radio is part of NPR’s [Next Generation Radio](#) program, a one-week digital-first training for college students and recent graduates.

5. Provide multiple ways for Latinx communities to share feedback directly with newsroom management through community conversations, surveys, community-advisory committees and other outreach. This could include the creation of an online directory of all newsroom reporters with contact information and assigned beats.

Example. *Oaklandside*, a California nonprofit newsroom, has a [paid community-advisory group](#) that reviews coverage and determines whether it meets the digital newsroom’s goals regarding diversity, equity and inclusion.

RECOMMENDATION 1

6. Work with reporters to identify newsroom policies, ethics, standards, hiring and retention practices that require Latinx journalists to distance themselves from their race, community, nationality, ethnicity, language or culture through their appearance, dialect, reporting assignments and/or office culture.

Example. In summer 2021, *Chalkbeat*, a national journalism nonprofit focused on education, published a [DEIB Dashboard](#) to “deliver on our new core value of anti-racism by identifying and making needed adjustments to our culture, our reporting, our operations, and our team.” This dashboard helps hold *Chalkbeat* publicly accountable to its [values](#), as does an [annual reflection](#) on the organization’s commitment to antiracism.

7. Provide training opportunities for newsroom staff on how to engage with Latinx communities in ways that build trust and focus on community strengths as well as vulnerabilities, on solutions and not just challenges. This could include open workshops for community members on how newsrooms identify, generate, report, edit, place and distribute stories, i.e., what is newsworthy, how sources are chosen, etc.

Example. The Solutions Journalism Network and BMe Community are piloting training on “asset framing” — introducing people and communities by their aspirations and assets before their challenges — for newsrooms in the SJ Network. The network also partnered with Resolve Philly in 2020 on its Reframe Initiative [reporting guide](#) to covering economic mobility in more humane, less stereotypical ways. The [Reframe Initiative](#) “helps journalists improve the accuracy and authenticity of their coverage of mis- and under-reported individuals and communities” by focusing on language and framing.

8. Share with other newsrooms lessons learned on building and supporting a more diverse staff to help create change throughout the industry in Colorado. Publicly share the findings and plans for change.
9. Commit to co-create — and use — an online resource guide of experts, community leaders and organizers of color from across the state with the goal of diversifying sources and stories.

Funders:

1. Support newsrooms that are seeking to upend longstanding workplace cultures that isolate or undermine journalists of color. Provide funding for training, mediation, staffing and other concrete steps to create environments that are more welcoming, inclusive and supportive.
2. Provide direct support for newsrooms to conduct a content audit of samples of newsrooms' stories, images and videos to determine the level of diversity and representation of members of Latinx communities. Audits should include feedback sessions with journalists of color to determine other questions for research. (If funders are unable to take the lead on this they could commission a higher-education or research institution to do this work.)
3. Conduct and/or provide funding for a third-party collection, study or analysis of newsroom diversity and pay disparities.

Example. The Open Media Foundation has a “DEI Demographic Tracker” to monitor its progress in recruiting and retaining diverse board members, staff and on-air personnel by using local demographic data as its benchmark. Such a tool could be easily adapted for use by Colorado’s newsrooms using shared metrics.

4. Provide funding to support the mental health of Latinx journalists.

Example. The Black Journalists Therapy Relief Fund provides financial assistance “for Black journalists facing financial hardship who are unable to pay for the mental health support they need.” Vita Activa offers free mental-health support resources to members of the National Association of Hispanic Journalists.



2ND RECOMMENDATION

Create programs for Latinx youth to learn about the impacts of news media and participate in its change toward accurate, fair and equitable coverage.

For:

Communities, newsrooms, funders, policymakers

What we heard:

Nearly [one third of Colorado's Latinx population](#) is under 18 years old and the working group frequently returned to the promise of that youth and its potential for shaping, guiding and eventually helping to lead local-news coverage. What will be necessary, working-group members said, is establishing connections between young people and local-news networks they are likely to feel disconnected from. That lack of connection has many causes: news coverage that seems irrelevant to their lives; coverage that caricatures or belittles youth; news distribution on platforms youth don't subscribe to; and limited visibility of Latinx journalists.

Too often, Latinx and Black youth are denied even the opportunity to be seen as youth — “as kids first,” said working-group member Tzigane Martin, the communications and digital coordinator with Padres y Jóvenes Unidos. “They are viewed as older, more promiscuous; they are criminalized.” And youth lack the access and tools to demand change or find ways to “rewrite what is written about them, these stereotypes that just aren't true.”

Working-group member Ana Soler, the Gates Family Foundation's senior program officer for education, said newsrooms must meet youth where they are in terms of their knowledge of the media — including social media — and how they use and access it.

The group noted that young people — and many other demographics — do not necessarily have a clear understanding of how media work, how stories are told and how to distinguish what is trustworthy from what is not. Fear or distrust of reporters is common, particularly among immigrant families and immigrant youth who may act as cultural and linguistic translators for their families.

The working group discussed ways to build connection and trust as well as ways to share knowledge that will empower youth. Ideas included paid internships, reporters working with high-school journalism classes and community organizations that lift youth voices, and the development of a media-literacy school curriculum for Latinx students.

How it could work in Colorado:

Latinx-led youth organizations, media, community storytellers and policymakers could partner to provide Latinx-centered media training and curricula for young people.

Communities:

1. Partner with newsrooms and other organizations that tell community stories to create both summer-oriented and year-round programming for Latinx youth that will allow them to learn more about the news media and how to shape its future.
 - Consider:
 - a. Providing a media handbook, including a glossary of terms such as “off the record,” for student organizers, undocumented people and other community members who are at risk when speaking with reporters or photographers
 - b. Offering workshops and curricula that allow students to write about their experiences in more nuanced ways, counter stereotypical and often negative portrayals, and partner with newsrooms to showcase student work

Example. NPR’s Youth Radio programming is a “national network of young journalists and artists creating content for this generation.”

- c. Identifying ways that journalism has positively impacted Latinx communities
- d. Researching the history of media and media activism in the state of Colorado
- e. Incorporating media literacy into training around community organizing, including sessions with journalists on how to spot mis- and disinformation and use social media to lift up important stories

RECOMMENDATION 2

- f. Supporting and creating curricula that demonstrate how Latinx communities have contributed historically and currently to media in Colorado

Example. Students, teachers and staff in the Denver Public School District [created the “Know Justice Know Peace” resolution](#) to redesign the curriculum to highlight racially diverse narratives.

- g. Creating opportunities for youth to learn about how journalism intersects with global, national and local issues they care about

Example. [Generation Justice](#), a New Mexico-based nonprofit, offers journalism training through weekly radio-broadcasting classes, video production and blogging. Its programming includes media literacy and networking with journalists. Greeley-based [Al Frente De Lucha](#) focuses on Brown liberation and anticolonial work by challenging white-supremacist narratives through education and a focus on abolition and community organizing.

- h. Facilitating mentorships with journalists and newsrooms seeking to bring more youth of color into the industry
2. Partner with local universities and K–12 schools to create Latinx-centered training and curricula on media.

Newsrooms:

1. Collaborate with institutions and organizations serving Latinx youth to help young people learn about and practice sourcing, story creation, interviewing, writing, editing, publication and distribution of journalism stories.
2. Collaborate with organizations and funders that amplify youth voices and perspectives on current events that directly impact their lives.

Example. Chalkbeat Colorado, together with Young Aspiring Americans for Social & Political Activism (YAASPA) and the Colorado Youth Congress, hosted [a Zoom panel on the impact of COVID](#) on students, led by 10 high-school youth from across the state.

3. Collaborate with community organizations to provide expertise, materials and training for summer camps for Latinx youth.

Example. In July, The Colorado Sun hosted a [free summer camp](#) targeted at diverse communities for about 15 students “interested in pursuing future careers in journalism and media.”

4. Create mentorship programs with secondary school and undergraduate Latinx students — as well as among Latinx community members who might not have access to a college education — that lead to paid internships and fellowships in news organizations.
5. Seek possible hiring opportunities for interns and fellows within the entirety of a media company’s chain. A graduating intern may not be ready for a large market, but could gain valuable experience at a smaller sister outlet.

Funders:

1. Offer research support for a working group of Latinx journalists and educators to create media-literacy curricula and materials.
2. Fund the participation of Latinx youth in programs, summer camps and other opportunities to experiment with multimedia approaches to newsgathering and storytelling and to learn and practice critical-thinking skills around news coverage and media messaging.

Example. The W.K. Kellogg Foundation and other foundations have contributed significant funding to the [Urban Health Media Project](#), a four-year-old training program co-founded by a journalist “to train diverse high school students from under-resourced communities how to produce multimedia journalism on health and social issues.”

Policymakers:

1. Ensure that Latinx-led organizations, journalists, higher-education leaders and other subject-matter experts are invited to create and submit materials for inclusion in the Department of Education’s [online bank](#) of materials and other resources promoting media literacy.

3RD RECOMMENDATION

Support existing and emerging networks of Latinx information providers, journalists, storytellers and community members.

For:

Communities, newsrooms, funders

What we heard:

Working-group members frequently said they found great benefit in meeting and connecting to other Latinx community members from across generations and professions who share a common interest in challenging — and changing — how mainstream media cover their communities.

A more permanent network with an even greater reach into various Latinx communities would allow the work to continue and build greater power to make change, group members said. Group power matters, said working-group member Patricia Barela Rivera, a longtime community leader who headed the Colorado district of the Small Business Administration. She spoke of her past efforts to demand newsroom diversity, saying: “My number-one mistake was in not having other people with me.”

She and others spoke, too, of the need to maintain a multigenerational coalition.

Barela Rivera said “women of wisdom” can be powerful allies for communities looking to shift power. Baby boomers “add value [and] experience so a lot of our young people don’t have to keep getting bumped on the head.”

Working-group members also spoke of the need to include monolingual Spanish speakers and immigrants in story planning, coverage, outreach and engagement and to offer a variety of media, languages and formats to fill information gaps among the larger Latinx community.



How it could work in Colorado:

Communities, newsrooms and funders could collaborate to regularly share knowledge and opportunities with the goal of building power within the Latinx community. Such a network or series of networks could also provide opportunities for the broader public to learn about the people, organizations and policies that provide communities with critical information and narratives that represent their experiences.

Communities:

1. Host community conversations with Latinx elders and youth to exchange experiences and strategies for working with the media.
2. Host panels, online gatherings, story circles and other convenings to facilitate opportunities for cross-generational learning about engaging with news media and storytelling in Latinx communities.

Example. The Latino Community Foundation of Colorado holds an [annual “Our Story” conference](#) that connects Latinx leaders and community members from around the state.

3. Use newsletters, social-media platforms and other information-sharing platforms to link to resources about important issues and needs.

Example. Throughout the pandemic the Latino Chamber of Boulder County has [posted a series of live chats](#) with community and organization leaders as well as other cultural brokers to expand the reach of critical services and information. Also, the [Rocky Mountain Welcome Center](#) provides culturally informed news to various immigrant and refugee communities using different tools for different ethnic groups, including WhatsApp, email, videos and social media.

4. Collaborate with newsrooms to host events that appeal to the needs and hopes of Latinx communities.

Example. News Voices hosts “Dream Salons” where community members name their visions for the future of local news. See [this playbook](#) to learn how to set up your own.

RECOMMENDATION 3

5. Support, engage and further connect networks of Latinx community members throughout the state.

Example. The [Denver Cafecito](#), a longstanding group of Latinas from all professions, meets weekly to discuss policy matters and distributes a regular newsletter with announcements and opportunities. Also, the [Cafecito Cultural](#), a support network for cultural brokers in Boulder County, meets monthly to share resources and foster collaborations and referrals.

6. Form a collective of Latinx community members to help create, produce and distribute features that spotlight diversity issues among Colorado's journalists and storytellers.

Example. Earlier in 2021, KGNU Community Radio reporter Rossana Longo-Better launched a monthly series of interviews with journalists and others who tell the stories of the Latinx community around issues of diversity, equity and belonging.

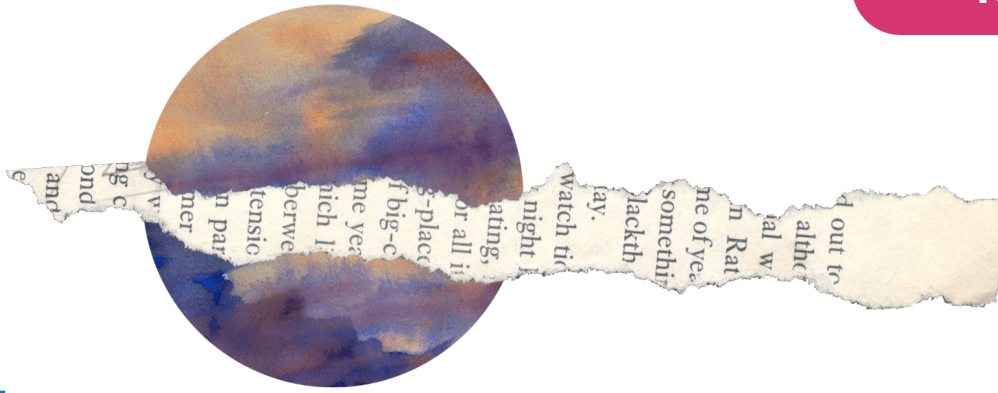
Newsrooms:

1. Give space and time for journalists of color to meet on a regular basis to share information, story ideas and community contacts as well as struggles, triumphs and opportunities.

Example. COLab has begun building a network of journalists of color who meet to support one another and raise issues that may concern the larger journalism community. An all-volunteer group created the national [Journalists of Color](#) (JOC) Slack community to put JOCs "in the same room."

2. Give reporters, storytellers and nontraditional information providers an opportunity to discuss ways to create and participate in journalism.

Example. Twelve childcare providers across Los Angeles County documented their lives in photographs for KPCC/LA's [Child Care, Unfiltered](#) project.



Funders:

1. Fund fellowships and internships for journalists of color and aspiring journalists or storytellers of color who come from nontraditional backgrounds, including those who are or have been incarcerated and/or lack access to higher education.
2. Fund the hire of multilingual reporters within newsrooms.

Example. The nonprofit newsroom [Type Investigations](#), largely supported by foundations, offers the one-year [Ida B. Wells Fellowship](#) to “create a pipeline of investigative reporters of color who bring diverse backgrounds, experiences, and interests to their work.” The fellowships pay a \$20,000 stipend.

3. Contribute resources for media training and resource guides for monolingual Latinx Coloradans who speak Spanish or Indigenous languages.
4. Provide funding for collectives of journalists of color to strengthen community building through workshops, retreats and other events.
5. Provide funding for Latinx journalists to attend leadership-development and community-building conferences such as the [National Association of Hispanic Journalists](#), [Allied Media](#) and the [Online News Association](#).
6. Fund the creation or continuation of conferences that bring together Latinx journalists, community members, funders, policymakers and academics to discuss topics concerning the intersection of Latinx communities, journalism, power and equity.
7. Fund the translation of communications into Spanish and other Indigenous languages spoken in Latinx communities throughout Colorado.

Example. The Colorado Health Foundation, Colorado Media Project, Tri-County Health and others have provided grants that allowed the Rocky Mountain Welcome Center to translate vital COVID information into Spanish and seven other languages in posters and videos.

4TH RECOMMENDATION

Build Latinx-owned media power.

For:

Communities, newsrooms, funders and policymakers.

What we heard:

The group's frustration with mainstream local media manifested itself in a call for Latinx community members to hearken back to the days of the Chicano Movement and the creation of Latinx-published and operated news outlets. A June 2019 report, [The State of Latino News Media](#), tallied 624 Latinx news outlets serving "close to 59 million people" in the United States. Among the report's findings: Most small outlets are Latinx-owned and independent, while medium and large outlets are primarily non-Latinx owned.

La Voz, for example, was founded in Colorado in 1974 and is the state's largest bilingual weekly. As its publisher, working-group member Pauline Rivera, puts it: "For decades, mainstream media has placed important issues that affect the Latino community on the back burner or ignored the issues totally, but La Voz has been there to give importance and credibility to those issues."

Latinx Voices working-group members want to continue building power in their communities in ways that don't depend on white institutions. Some called on corporations and nonprofits to consider the smaller bilingual and Spanish-language outlets when allocating advertising. The group also spoke of creating a Latinx-owned and run multi-platform media company.

"We are trying to hit that wall of power that we are always coming up against," Barela Rivera said. "... We have to think big, not small."

Brenda Vargas, a student at the University of Northern Colorado, said she wants "space to share our stories and take back that power that we have lost."

Critical to this process is identifying the resources — money, people, organizations — Latinx communities need to continue to build and sustain power.

“Our story should be important to everyone, not just ourselves,” said the University of Denver’s Debra Ortega, a working-group member. “Power is about who gets to decide what’s really important. When it’s important, it gets funded.”

How it could work in Colorado:

Community members, newsrooms, funders and policymakers could pool their resources to support existing media serving Colorado’s Latinx community and shift ownership of various media entities throughout the state to Latinx people.

Communities:

1. Create a working group of Latinx community members, researchers, entrepreneurs, funders and journalists to explore and secure Latinx ownership of various news-media platforms such as newspapers and TV stations throughout the state.

Example. In 2010, Latina journalist Maria Hinojosa, who worked for NPR, among other places, founded the nonprofit Futuro Media Group “[from a place of necessity](#).” In 1976, a group of volunteer farmworkers, artists, activists, students and teachers founded a nonprofit radio station called La Voz que Rompío el Silencio (“The Voice that Broke the Silence”) to serve “the large Latino communities of Fresno and the surrounding San Joaquin Valley.” The renamed Radio Bilingüe now owns and operates 24 radio stations in Arizona, California, Colorado, New Mexico and Texas, and airs cultural programming with 75 affiliate stations nationwide.

2. Host community meetings that provide political education about the intersection of journalism, power and community.

Example. Free Press hosted an [online community conversation about race, power, the media and white supremacy](#).

3. Support existing bilingual and monolingual news organizations through advertising.

RECOMMENDATION 4

4. Collaborate and support local media programming and projects that seek to elevate the experiences and insights of Latinx residents as part of Colorado's story.

Example. RMPBS's Colorado Voices has spotlighted stories about the [San Luis Valley, farmworkers](#) and the [new state historian](#), who is Latina. In another example, a Fort Collins leader, Betty Aragon-Mitotes, partnered with a local filmmaker to produce the documentary *2020 Hispanic Voices: The Impact of COVID*. The short film, featuring interviews with Spanish-speaking immigrants, among others, focuses on what the pandemic was doing to the lives and livelihoods of Colorado Latinx community members. [Its debut](#) and accompanying community conversation was hosted by half-a-dozen Latinx-serving nonprofits.



Newsrooms:

1. Shift ownership of one of the 27 Colorado Community Media newspapers acquired by the National Trust for Local News to a collective of Latinx leaders.
2. Expand collaboration and partnership with *La Voz*, *El Comercio de Colorado*, *La Prensa*, *El Semanario* and others to share ideas, sources and published stories.

Example. COLab has begun providing guidance to ethnic media outlets that were recipients of grants from the Colorado Media Project and the Colorado Trust. That guidance includes bringing grant recipients into the larger COLab network of 150+ newsrooms to foster what has been a largely nonexistent relationship between mainstream and ethnic media.

3. Participate in trainings, host workshops and create programming that analyzes newsroom power- and information-sharing with communities. Publicly share plans to include community voices, priorities and feedback.

Example. In 2017, Madeleine Bair, a journalist, human-rights documentarian and the founding director of Oakland-based reporting lab [El Tímpano](#), set out to answer a question: “[W]hy [did] my own immigrant neighbors and relatives often lack the information they need[ed] to make decisions?” She embarked on a nine-month deep-listening process with the Listening Post Collective to learn how Oakland’s Latinx immigrants access news and information, and how journalists could better serve them.

Funders:

1. Fund more Latinx-led newspapers, freelancers and information-providing organizations.
2. Create pools of funding for Latinx-led media organizations and information providers for projects and tools that their communities have identified as priorities.

Policymakers:

1. Create communication infrastructure, such as community-advisory boards, regular meetings, town halls and polls, to provide regular updates to and hear feedback from Latinx communities about opportunities to shape news media in their local areas.

Example. [The Germantown Info Hub](#) is a community-journalism project that “seeks to share information and stories of and for residents of Philadelphia’s Germantown neighborhoods.” The project creates open lines of communication to generate story ideas and respond to information needs with the community through face-to-face tabling, weekly text messages that share community events and solicit feedback, and monthly discussions informed by these various feedback channels.

Call to Action

Throughout the working-group sessions, what became clear was the shared desire among community members and journalists to create momentum for tangible, lasting changes in the ways in which newsrooms cover the state's Latinx communities — including how those newsrooms welcome and support Latinx journalists. All participants recognized this has been a goal sought for decades and that the work here supplements work by both previous and current generations of community leaders and journalists. All recognized, too, that if a democracy relies on an informed population, it must include all who make up that population and with whom we share this state.

We ask that you think of and use this report as a starting point toward needed change. Join News Voices: Colorado, the Colorado Media Project and COLab on this campaign to create and support a system that affirms the expertise, power and stories of Latinx Coloradans.

Resources

Interested in learning more about race, power, journalism and community?
Check out these organizations below!

Gather

LetsGather.in

Media 2070

Media2070.org

MediaJustice

MediaJustice.org

National Association of Hispanic Journalists

NAHJ.org

Open News

OpenNews.org

Solutions Journalism Network

SolutionsJournalism.org

Appendix A

Working-Group Members:

- **Jonathan Alcantar, associate professor of Mexican American Studies, UNC Greeley:** Alcantar (he/him/his) is coordinator of the Chicana/o and Latinx Studies Program at the University of Northern Colorado. He also serves in the Hispanic-Serving Institution Task Force and advises the Mexican American Studies Society. In 2020, he led the Máscaras Sí, COVID No! Campaign in Greeley to promote the use of masks among Latinx youth in the community.
- **Polly Baca, COLab board member, former state politician:** Baca (she/her/hers) served in the Colorado State House (1975–1978), and was the first woman of color elected to the Colorado State Senate (1979–1986). Earlier in her career, she was the editor of two national labor-union publications and a public-information officer for a White House agency. Prior to retirement, she was the president and CEO of the Colorado Hispanic Institute and the Latin American Research and Service Agency.
- **Patricia Barela Rivera, owner and president of PBR Solutions:** Barela Rivera (she/her/hers) is a longtime community leader and advocate. Her 30-year career has been spent in federal and state government, where she served as the deputy director for the State of Colorado Department of Local Affairs, the director of citizen advocacy and outreach for the Colorado governor’s office, and retired as the Colorado district director for the U.S. Small Business Administration. Her Denver-based company, PBR Solutions, specializes in public affairs and leadership development for women, women of color, corporations and nonprofit organizations.
- **Ana Campbell, editor, Denverite:** Campbell (she/her/hers) is a native south Texan. She has been in Denver since 2014, and previously worked at 9NEWS and Westword.



- **Linda Carpio Shapley, publisher, Colorado Community Media:** Carpio Shapley (she/ her/hers) has been managing editor at *The Denver Post* and *Colorado Politics* and was vice president of the Denver Press Club board of directors. A Colorado State University graduate, she stays actively involved at her alma mater and is always looking for opportunities to support emerging journalists.
- **Susan Gonzalez, social-media strategist, Chalkbeat:** Gonzalez (she/her/hers) previously worked as a digital producer on the E.W. Scripps Company's national news team and as a digital strategist and editor at *The Denver Post*. Gonzalez currently serves on the Online News Association's board of directors and as a co-organizer for ONA Rocky Mountain. She has been a part of Chalkbeat's audience-engagement team since February 2020.
- **Elizabeth Hernandez, reporter, The Denver Post:** Hernandez (she/her/hers) graduated from the University of Colorado Boulder journalism program. She started at *The Denver Post* in 2014 as an intern and was hired as a reporter in 2015. She is passionate about covering underrepresented communities and writes about issues impacting younger readers.
- **Rossana Longo-Better, bilingual equity reporter, KGNU:** As a multiethnic immigrant woman from Ecuador with dual citizenship, Longo-Better (she/her/ella) has produced a series of podcasts, increasingly bilingual in format, that address several of the issues impacting underrepresented residents of Boulder County. Prior to joining KGNU, she developed programming in Spanish for the Audio Information Network of Colorado. She is a graduate of the University of Colorado Boulder.



APPENDIX A

- **Tzigane Martin, communications and digital coordinator, Padres y Jóvenes Unidos:** Martin (she/her/ella) is a young Latinx professional and recent graduate of the University of Colorado Boulder with experience in digital organizing, communications and social media. She got her start in the environmental sector, interning for The Nature Conservancy and the Colorado Water Trust. She has been working at Padres y Jóvenes Unidos since January 2021.
- **Erika Martinez, director of communication and community engagement, Denver Public Library:** Martinez (she/her/hers) is an established communications and marketing leader with nearly 20 years of experience developing and executing multifaceted external and internal marketing-communication plans for the public, private and nonprofit sectors. She dedicates her free time to philanthropic efforts.
- **Deb Ortega, professor of social work, University of Denver:** Ortega (she/her/hers) is the founding director of the Latinx Center at the University of Denver. Her scholarship addresses the way that everyday white supremacy affects Latinx people in the areas of health, education and immigration. She is an award-winning scholar, teacher and mentor, and is proud to be a first-generation college graduate.
- **Carmen Palacios-Ramirez, manager, Division of Community and Neighborhood Resources, City of Longmont:** Ramirez (she/her/ella) has worked within Boulder County communities for over 25 years. She was involved in the Latino Community Assessment of Boulder County in 2001 and 2013 and participated in the Rockefeller Foundation-NYU Next Generation Leadership Fellowship. She currently serves as co-chair of the Vaccine Equity Committee in partnership with Boulder County Public Health.



- **Pauline Rivera, publisher, La Voz:** Rivera (she/her/hers) was the first Latina publisher in Colorado. In 2016, the National Association of Hispanic Publications named her Latina Publisher of the Year. Prior to taking the helm of *La Voz*, she was the community affairs manager at Denver 7, KMGH-TV.
- **Ana Soler, senior program officer, Gates Family Foundation:** The daughter of Cuban and Spanish parents who fled Cuba after the revolution, Soler (she/her/hers) firmly believes that education is critical to reaching one's full potential. She brings more than 25 years of experience in nonprofit and government arenas and the unifying factor over her career has been to bring the voices of those who are marginalized in society to the conversations where decisions are being made. At Gates, her primary focus is on engaging with communities in Colorado's rural and urban areas to increase equity and achievement for low-income students.
- **Lynne Valencia, former director of strategic partnerships at Denver7/KMGH:** Valencia (she/her/hers) served as vice president of community relations at 9NEWS for 18 years and worked at CBS4 for eight. She received degrees from the University of Colorado and the University of Denver and currently serves on the board of directors of Community First Foundation.
- **Brenda Vargas, president, Movimiento de Radical Cultura:** Vargas (she/her/hers) is a student, activist and community organizer at the University of Northern Colorado. Double majoring in sociology and Chicana/x/Latinx studies, Brenda focuses her political work on minoritized communities in Weld County and abroad. She is involved with various social-justice organizations including the Rainbow Coalition of Greeley, an organization that strives to unite historically marginalized groups through community, culture and advocacy.



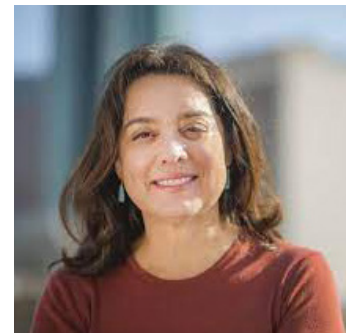
Contributors:

- **Jim Chavez, executive director, Latin American Educational Foundation:** Chavez (he/him/his) has dedicated much of his professional life to working for education-related causes. He was instrumental in creating Colorado's first prepaid college-tuition program and worked across the country to develop and implement numerous state college-savings programs. He graduated from Colorado State University and currently serves on the board of commissioners for the Denver Housing Authority and the board of directors for the Colorado Nonprofit Association.
- **Rudy Gonzalez, executive director, Servicios de la Raza:** Gonzales (he/him/his) is a 1976 graduate of Escuela Tlatelolco. He participated in, supported and worked firsthand alongside his father, Rodolfo Corky Gonzales, and family in many of the watershed events of the Chicano Civil and Human Rights Movement in the '60s, '70s, '80s and beyond. He has held his current professional role since 2008.
- **Janet Lopez, director of policy and advocacy, Rose Community Foundation:** Lopez (she/her/hers) manages the foundation's grassroots and grassroots policy and advocacy portfolio, specifically developing, advancing and implementing the organization's policy priorities. She also sits on the board of Fort Lewis College and Denver School of Science and Technology.



Facilitators:

- Diamond Hardiman, manager, News Voices: Colorado:** Hardiman (she/her/hers) works as a manager for Free Press' News Voices project and as a Media 2070 team member in collaboration with historically marginalized community members to envision a new future for journalism and media. She has worked as a tenants' rights advocate and bail abolitionist in St. Louis, as well as an advocate for people sentenced to execution by the state in Jackson, Mississippi. Diamond earned a B.A. in African American studies and political science from Saint Louis University.
- Lauren Archuletta, manager of operations and communications, Colorado Media Project:** Archuletta (she/her/ella) has worked as a communications and fundraising professional for nearly a decade in the Denver-metro area. She is an active member of both the Latinx and LGBTQ+ communities of Denver, and has also worked since 2013 as a freelance writer for Westword.
- Tina Griego, reporter/editor, the Colorado News Collaborative (COLab):** Griego (she/her/hers) is a native New Mexican and was the first Latina city columnist for a major daily newspaper in Colorado. She is a longtime reporter, columnist and editor whose coverage of urban poverty, housing, immigration and education has won multiple state and national awards.
- Silvia Solis, community engagement director, COLab:** Solis (she/her/hers) has worked as a journalist for the *Longmont Leader*, as a news reporter for Univision and as a teacher for English learners in Mexico City and Spain. Silvia has designed and led multiple communications strategy and community-engagement projects at local and state levels in Colorado through which she has had the opportunity to engage in partnership and conversation with diverse communities.



Appendix B

The Foundation of the Working Group:

Colorado has a long [history of media activism](#) and, in recent months, we've seen journalists, foundations, community organizations and activists explore ways to address inequities in newsrooms and news coverage.

In June 2020, COLab, the Colorado Media Project, and Rocky Mountain Public Media hosted journalists for a series of [Real Talk conversations](#) where participants discussed a lack of meaningful connection to BIPOC communities and the need to build trust and undo harm by telling these communities' stories. The Colorado Media Project has [spotlighted and supported](#) BIPOC-owned media outlets and the role they play in providing [critical information](#) to communities of color.

News Voices: Colorado spoke with community members at "[Reporting on Resistance: 2020 Uprisings](#)" about the practices that have led to historical mistrust between Black communities and local media. That conversation also identified ways communities can center marginalized voices and forge strategies to build trusting relationships.

In April 2021, News Voices, COLab and the Colorado Media Project hosted "[Latinx Voices: The Past as Prologue](#)" as a prelude to the formation of the working groups. COLab's Tina Griego moderated the conversation between Polly Baca — COLab board member, Colorado Women's Hall of Fame inductee, media champion and first woman of color elected to the Colorado State Senate — and Nita Gonzales, a nationally recognized activist, educator and civil-rights leader. Baca and Gonzales shared stories of how local media have harmed Latinx communities through caricature, demonization and erasure, but also emphasized resistance to those harms and called out what still needs to change.

Among their five takeaways:

1. This struggle is not new.
2. People are weary and frustrated.
3. Mainstream systems are not built for people of color to succeed.
4. Connecting with communities is critical to creating authentic and reflective coverage.
5. There is power where there are people. We need sustained movement and action to see the changes we want.

Additionally, journalists participating in a media-landscape [study](#) conducted in March 2021 by the Colorado Trust, Harken and the University of Denver identified “important critical information needs that could use more media coverage, such as the environment and social justice.” Participants also noted “gaps in coverage of specific ethnic and racial communities across the state.” Insights from these conversations helped guide the report’s recommendations.

Process:

News Voices: Colorado, COLab and the Colorado Media Project gathered working-group members through community-mapping, a process of naming key allies and stakeholders throughout the journalism field. Those community maps included all the people imperative to the process of creating local news, including: community leaders, direct-service organizations, journalists, newsroom leadership, funders, professors and students. We also held one-on-one conversations with interested individuals to narrow the focus of the working group.

The working group in its initial formation represented a cross-section of Colorado’s Latinx communities. But in practice, two important characteristics should be noted: Latinas made up the majority, and were the only attendees at the final two meetings. The group was also English-dominant, with some representation from women who work with Colorado’s Spanish-speaking communities.

The bulk of the work was accomplished over three 90-minute working-group sessions, structured in the following ways:

Session 1: Articulating our purpose + naming information gaps and needs

Session 1 focused on understanding what the Latinx Voices group members wanted to accomplish in this collective and understanding what issues are important to the communities the working group represents. The conversation was guided by four questions:

- 1. What community do you bring into the room?**
- 2. What do you hope to get out of these working groups?**
- 3. What issues are most important to the community you serve?**
- 4. How do you get information about those issues? How could that information be more accessible and valuable to you?**

APPENDIX B

The responses: Latinx working-group members wanted to use this space to build community, gather resources to support reporters of color and demand accountability from newsroom leadership. Members also wanted to learn tactics to accurately represent communities, and empower Latinx communities to have a say in the news-making process.

Our working-group members also identified the following issues as among those most critical to their communities:

1. Health issues/COVID
2. Immigration
3. Denver Public Schools/education
4. Housing affordability/evictions
5. Food
6. Environment
7. Multilingual media
8. Economic opportunity
9. Youth services
10. Positive stories about Latinx communities

Finally, working-group members shared that Latinx communities get information about issues that are most important to them through conversations with people they trust. As one group member said, “Yes, the media is one piece, but there are other ways people get their information.” Group members also noted the importance of exploring new avenues — including telenovelas and TikTok — to inform their communities.



Session 2: The role of media in community and how communities share information

Session 2 focused on identifying community members, newsrooms, funders and policymakers who play critical roles in sharing information and exploring what role Latinx communities want news media to play in that information sharing. We asked:

1. Who already supports your community members in accessing information about issues that are important to them?
2. Where is the opportunity for other entities to play a larger role in contributing to Latinx information-sharing ecosystems?
3. What does communication between communities and local media look like?
4. How is trust built in this relationship? What is that trust built on?
5. How do local media hold people in the community accountable? How do people in the community hold the media accountable?

The responses: Working-group members discussed the important role grassroots media play in sharing information. Members expressed the need for funding that would allow groups to provide services to their communities and advocate for policies that impact the groups they serve. Members shared how funding often requires groups to be apolitical and/or appeal to white funders in ways that do not address the fullness of Latinx communities and the different ways they share and communicate information.

Working-group members shared that they want news media to hold people accountable, build trust and communicate by:

- Building engaged relationships with community members
- Connecting with local elected Latinx leaders who serve as a bridge between community and local media
- Engaging in deep listening
- Delivering reporting that conveys respect for our communities through appropriate language and knowledge of our histories and cultures
- Communicating trust that is built on action, transparency and consistency
- Prioritizing reporting that exposes and supports racial justice and holds institutions accountable while protecting the safety of individual sources

Session 3: What change looks like

Session 3 focused on how to use infrastructure, funding and other forms of support to ensure that Latinx journalists, storytellers and other information providers serve the identified news-and-information needs of Latinx Coloradans. In this final session, News Voices: Colorado Manager Diamond Hardiman, adapting a process she learned with Media 2070, asked the working group to imagine a near future where the ideas and suggestions discussed in the previous sessions have come to pass. Working-group members placed themselves in May 2022 and wrote newspaper headlines that touted the progress made. For example: “Colorado is the first state in the country to have equity in all areas of the media.” Those headlines also shaped the group’s final four recommendations. This session was repeated for those who could not attend the first gathering or who wanted further conversation.

Once the working-group sessions wrapped, Hardiman and COLab’s Silvia Solis and Tina Griego, with the support of the News Voices: Colorado and COLab teams, crafted recommendations based on these conversations. Working-group members had the opportunity to review and edit these recommendations to ensure they accurately reflected the essence of the conversations.

November 2021



[News Voices](#) is a project of [Free Press](#) a 501(c)(3) nonpartisan organization fighting for your rights to connect and communicate. News Voices was launched in 2015 to build power with communities so residents have a stronger voice in how local journalism can be revived, strengthened and transformed. We've held dozens of public forums that brought together community members and journalists, launched creative community-led journalism collaborations, partnered with newsrooms to work more closely with their communities, co-facilitated workshops to train reporters on how to use organizing strategies in their newsgathering, developed resources for the public to amplify news coverage of untold stories, and campaigned for legislation to invest in innovative news and information projects. Contact us at info@freepress.net for more information, or follow us online at freepress.net, on Facebook at [facebook.com/freepress](https://www.facebook.com/freepress) or on Twitter at [@freepress](https://twitter.com/freepress) with the hashtag [#NewsVoices](https://twitter.com/NewsVoices).

[Colorado Media Project](#) is a community-driven, multi-funder initiative housed at the Rose Community Foundation. We support people, projects and organizations working to build a healthier civic news and information ecosystem for all Coloradans. We envision a future where all Coloradans can make well-informed decisions about important issues facing their families, local communities, and the state, with access to high-quality local news and information that they trust and inclusive opportunities to participate in a healthy, robust public square. Learn more about how you can support a healthy news ecosystem in Colorado at <https://coloradomediaproject.com/ways-to-support>.

COLORADO MEDIA PROJECT



[Colorado News Collaborative \(COLAB\)](#) is a first-of-its-kind nonprofit that supports journalists and communities statewide to bring “Better News for All Coloradans.” We do so in three ways: *Better news. More trust. Faster evolution.* We help the 150+ media outlets who've signed up as COLAB partners to produce better news — that is, higher-quality journalism that makes an impact in their communities — through collaboration, coaching and training. We help partners build more trust through community engagement. And we help partners achieve faster evolution through innovating new business models, products and practices. Together, we increase the quantity and quality of civic news — holding power to account and helping Coloradans participate in healthy communities and a responsive democracy. To learn more about our work and how you can get involved, please visit our [website](#) or reach out to us directly at info@colabnews.co.

[Click here](#) to join the Colorado Latinx Voices Working Group or to receive more information about this work.