



# The Role of State Government and Latino Media in Natural Disasters & Statewide Emergencies

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Fact-Finding Report | July 2015

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Latino and Puerto Rican Affairs Commission  
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## **Credits**

*The Role of State Government and Latino Media in Natural Disasters & Statewide Emergencies*, was unanimously approved by the **Latino and Puerto Rican Affairs Commission (LPRAC)**, meeting on July 15, 2015. It was developed under the guidance and review of an institutional coordinating team consisting of Dr. Jaime Gomez, Eastern Connecticut State University; Dr. Diana Rios, University of Connecticut; and Werner Oyanadel, Executive Director of LPRAC. Report content drafted by Express Strategies. Design by Gema Sanchez.

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## Foreword

On Tuesday, October 30, 2012, Hurricane Sandy slammed into the East Coast of the United States leaving more than 100 people dead and over a half million homes destroyed. In Connecticut four people died and, in the aftermath of the hurricane, many of the heavily hit areas by the shoreline resembled a surreal, post-apocalyptic rubble-strewn wasteland. Hurricane Sandy was the most recent natural or man-made disaster to afflict Connecticut, especially impacting vulnerable communities, and even more distressingly those whose members have limited English communication skills. The State of Connecticut is a densely populated region, home to thousands of immigrants who mainly communicate in their native language and

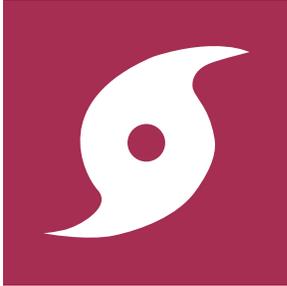
**“THEY HAD A HARD TIME FINDING INFORMATION, BEFORE, DURING AND AFTER THE EMERGENCY.”**

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who in emergency situations depend heavily on ethnic media for news and vital, in many cases life-saving, information in their native language. Latinos make up the largest ethnic regional community and they are served in informational and news matters mainly by local weekly newspapers, some local and networked Spanish-language radio stations, and national Spanish-language television networks that have very limited local programming and news.

In preparation for the massive storm, the State agencies, led by a very proactive Governor, engaged in an intense informational campaign that used mainstream media to keep citizens abreast of safety procedures, evacuation plans, and other measures designed to lessen risks. What I observed was the lack of some critical safety information being conveyed through Spanish media outlets.

Days after the hurricane, I spoke with Spanish speaking community members and was told they had a difficult time finding information, before, during, and after the emergency; hence the idea of this project,



which is an exploratory endeavor. It was undertaken with a now former Commissioner of Latino and Puerto Rican Affairs Commission (LPRAC), Lourdes Montalvo, University of Connecticut's Diana Rios, and Werner Oyanadel, executive director of LPRAC. The study included interviews with local and state government officials, community organizations, and members of Spanish media organizations.

The exploratory study presented in this document mainly addresses two issues. First, how did efficient new and traditional Hispanic-oriented media, some community agencies, as well as state government offices in Connecticut, keep their Hispanic communities informed in the wake of hurricane Sandy? The second issue is an attempt to determine the effectiveness of the state government in implementing emergency communication protocols to reach marginalized Spanish-speaking only populations.

In summary, it is an attempt to shed some light into the somehow obscure panorama of emergency communication and monolingual communities.

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## Executive Summary

A series of three fact-finding hearings coordinated by a collaborative team from the Latino and Puerto Rican Affairs Commission (LPRAC), Eastern Connecticut State University and the University of Connecticut, under the auspices of LPRAC, explored the role of state government and Latino media in natural disaster emergencies in Connecticut. The hearings examined the effectiveness of Latino media at reaching the Spanish-speaking community with official information related to an imminent or occurring natural disaster emergency, and how effectively government

**“...THESE ASPECTS WILL INFORM POLICY MAKERS ON THE AREAS OF RESPONSIBILITY, INHERENT LIMITATIONS, AND OPPORTUNITIES TO IMPROVE AND ADVANCE EFFORTS TO COMMUNICATE EFFECTIVELY, ACCURATELY AND PROMPTLY...”**

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at the state level uses Latino media to disseminate such information. The hearings were designed to gather foundational information to suggest areas requiring further investigation or immediate response, and to provide policy makers with areas requiring their attention and action.

LPRAC conducted the sessions, beginning in late-2013 and concluding in late-2014, at the initial urging of Dr. Jaime Gomez, Professor of Communication at Eastern Connecticut State University, and with the assistance of Dr. Diana Rios, Associate Professor of Communication and El Instituto: Institute of Latina/o, Caribbean, and Latin American Studies at the University of Connecticut and Werner Oyanadel, Executive Director of LPRAC. Gomez, Rios and Oyanadel, on behalf of LPRAC, proceeded as an institutional coordinating team throughout the initiative.



Each of the three hearings conducted focused on a different aspect of the issues under examination: Spanish-language media; State and Municipal Local Emergency Communication; and Coordinating Public and Private Agencies. Taken together, these aspects will inform policy makers on the areas of responsibility, inherent limitations, and opportunities to improve and advance efforts to communicate effectively, accurately and promptly with non-English speaking populations in Connecticut, especially with the Spanish-speaking population, which is Connecticut's largest such population.

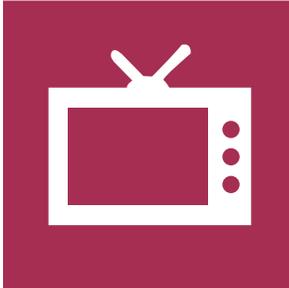
A few months after the series of fact-finding sessions to investigate these critical public safety issues were initiated, state government began to accelerate its own efforts. Governor Malloy appointed an Emergency Communications Task Force in March 2014, which released an interim report in August 2014, and has completed a final report dated January 1, 2015. In order to continue work on their recommendations, the Task Force has indicated its intent to continue meeting.

The recommendations and findings of the Task Force, taken together with the public testimony gathered by LPRAC through its examination of these issues, offers a sound and effective blueprint for state policy makers, and municipal leaders, to move forward effectively to address a range of issues and opportunities related to the dissemination of emergency information to non-English speakers in the state's population.

Among the issues that were prominently and repeatedly raised throughout the fact-finding hearings undertaken by the coordinating team, were:

- Local Spanish-language media should not be relied upon as the translator for official government information related to emergency situations.
- There should be a centralized list of Latino Media in Connecticut, easily accessible to all state agencies.
- There should be greater coordination among state agencies in the use of resources devoted to dissemination of emergency-related information.
- The Governor's Office, as the primary source of information in a natural disaster or similar emergency, should continue to expand and enhance its relationship with Spanish-language media.
- There should be an awareness of, and action to remedy, the wide variations among governments in the effectiveness of efforts to reach the Spanish-speaking population; driven by factors including whether the chief elected official or other emergency personnel are fluent in Spanish.
- There are generational, cultural and geographic differences in the way in which Spanish-language media is used and accessed in Connecticut.
- In developing an inventory of Spanish-language media outlets, college radio stations and internet outlets should be considered, and community-based organizations should be made aware of

where to receive timely emergency information so they can provide further dissemination.



- The state should review and consider the experience of other jurisdictions outside the State of Connecticut with considerable Spanish-speaking populations.
- There should be an ongoing, regular assessment of actions and outcomes as it relates to communication of emergency-related information to the state's Spanish-speaking population.
- The state should have in place a detailed, coordinated, comprehensive plan that delineates actions to be taken by state government, Spanish-speaking media, community organizations and others with an interest in assuring that natural disaster emergency information reaches Connecticut's Spanish-speaking resident on a timely basis. Every agency and organization with a role to play in implementation should be well-versed in its specific role, and the roles and responsibilities of others.

These are among the leading issues deserving of follow-up and follow-through. The fact-finding hearings, along with the research and data developed by the Governor's Task Force, present a body of information, experience and analysis that can and should be used by policy makers well before the next natural disaster, or other significant emergency, arises in Connecticut.

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# Demographic and Meteorological Influences

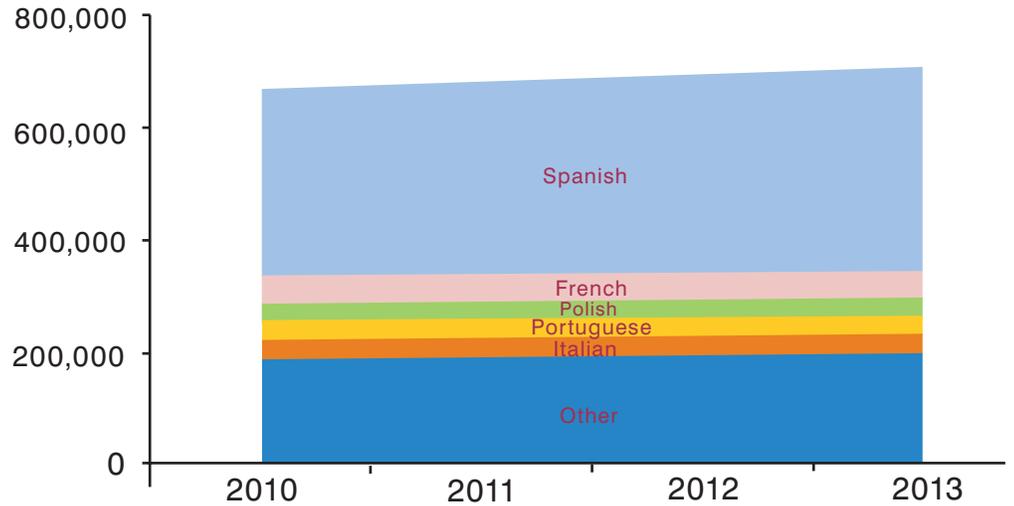
## Population

In the decade from 2000 to 2010, the Hispanic population in Connecticut grew by 50 percent compared to only 0.3 percent (0.003) for the non-Hispanic population. Hispanics accounted for 94 percent of the state's population growth in that decade. Then in the three years from 2010 to 2013:

- The Hispanic population grew 11 percent. The non-Hispanic population declined 0.4 percent (-0.004).
- The population that speaks only English grew 6,479, or less than 1 percent (0.002).
- The population that speaks a foreign language (including English native speakers) grew 39,329, or 6 percent.
- The population that does not speak English grew 2,453, or 8 percent.
- The population that speaks Spanish but does not speak English grew from 21,292, in 2010, to 24,901, in 2013, which was a growth of 17 percent.

From 2010 to 2013, the state's population had a net growth of 37,724, or 1 percent. The Hispanic population grew 49,828, or 11 percent. The non-Hispanic population declined 12,104, or less than 1 percent (-0.004). If not for growth in the Hispanic population, Connecticut would have experienced a net population loss.

## Foreign Language Speakers in CT Top Five: 2010 to 2013



Spanish	339,414	348,910	360,746	371,024
French	50,435	49,156	49,376	48,600
Polish	37,286	37,159	37,454	37,704
Portuguese	38,371	37,306	36,815	37,016
Italian	37,918	37,553	37,151	36,571
Other	184,488	188,185	194,258	196,326

Note: Data includes both residents for whom English is their primary language (foreign language is secondary) and those for whom English is not their primary language.

<sup>1</sup> Census 2000 and Census 2010.

<sup>2</sup> ACS 5yr 2010, 2011, 2012, 2013 tables B03003, B16001, and B16004.

<sup>3</sup> Data is not available for Portuguese speakers who do not speak English.

Spanish is by far the most common foreign language spoken in Connecticut and has the largest growth among the top five most widely spoken foreign languages. From 2010 to 2013, the growth in Spanish-speakers was nearly five times the growth of English-only speakers.

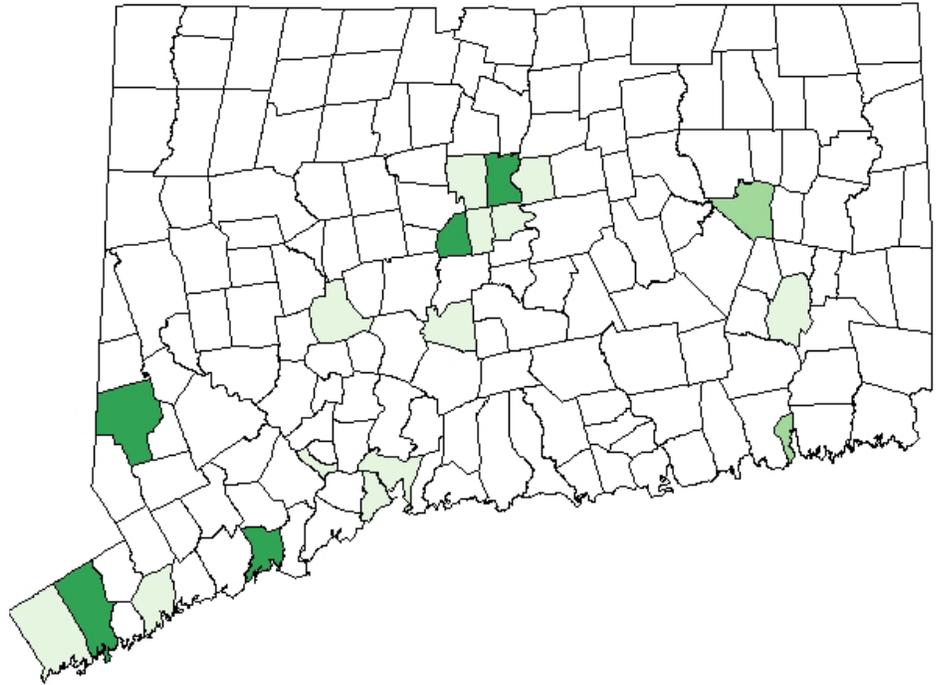
From 2010 to 2014, Connecticut had the 8th lowest population growth (0.0048) among the states. Looking forward, what little population growth there is comes predominately from the Hispanic population, which speaks mostly English, Spanish, and Portuguese.

In 2013, 8 percent of Connecticut's population claimed a foreign language as their primary language (They may or may not also speak English.) Statewide, Spanish (156,236 incl. Spanish Creole) was by far the most widely spoken non-English primary language followed by Portuguese (16,954 incl. Portuguese Creole), Polish (15,640), French (13,936 incl. French Creole), and Chinese (13,034). The largest concentration of these primary foreign-language speakers was in the state's urban areas where Spanish was the most common primary foreign language.

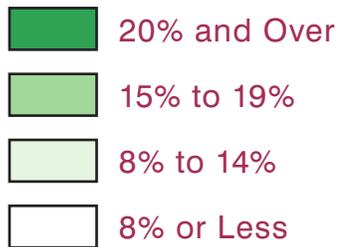
Bridgeport and Danbury had the largest concentrations (24 percent) of residents for whom English was not their primary language. Spanish was most common in Bridgeport and Danbury, followed by Portuguese.

Spanish was not always the most common primary foreign-language outside of urban areas. Polish was the most common primary foreign-language in 16 towns with the largest populations in Newington, Southington, Farmington, and Berlin. In Naugatuck, Portuguese was more common than Spanish. In Burlington and Madison, French was most common; and Chinese in Montville, Preston, Orange, and Woodbridge.

## Percent of Population Whose Primary Language Was NOT English



**CT Towns**  
**Percent\_English\_Not\_Primary**



## Weather

The imperative to have effective communications systems in place to reach Spanish-speaking residents of Connecticut is underscored by expectations of greater frequency of natural disasters due to changes in weather conditions in the years ahead. Hurricane Sandy was but one example.

**“THE REGION'S DENSE POPULATION AND LARGE COASTAL CITIES PLACE THIS REGION AT RISK FOR SIGNIFICANT LOSSES. SEA LEVEL RISE, STORM SURGES, EROSION, AND THE DESTRUCTION OF IMPORTANT COASTAL ECOSYSTEMS WILL LIKELY CONTRIBUTE TO AN INCREASE IN COASTAL FLOODING EVENTS.”**

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According to the United States Environmental Protection Agency (EPA)<sup>5</sup>, “the Northeast has experienced noticeable changes in its climate. Since 1970, the average annual temperature rose by 2°F and the average winter temperature increased by 4°F. Heavy precipitation events increased in magnitude and frequency. For the region as a whole, the majority of winter precipitation now falls as rain, not snow. Climate scientists project that these trends will continue.”

The EPA indicates that “New Hampshire’s summers could be as warm as North Carolina’s summers are today by the end of this century. Over the same period, Boston is projected to experience an increase in the number of days reaching 100°F — from an average of one per year between 1961 and 1990 to as many as 24 days per year by 2100. Under a higher emissions scenario, Philadelphia and Hartford could see as many as 30 days per year with temperatures reaching 100°F.”

Importantly, the EPA anticipates that “the combination of a projected increase in heavy precipitation and likely sea level rise may lead to

more frequent, damaging floods in the Northeast. The region’s dense population and large coastal cities, including New York, place this region at risk for significant losses.”



Sea level rise, storm surges, erosion, and the destruction of important coastal ecosystems will likely contribute to an increase in coastal flooding events, including the frequency of current “100-year flood” levels (severe flood levels with a one-in-100 likelihood of occurring in any given year), according to the EPA. By the end of the century, the agency indicates, New York City may experience a 100-year flood every 10 to 22 years, on average.

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## **Fact-Finding Hearings**

### **Spanish Language Media December 18, 2013**

An initial fact-finding hearing was held on December 18, 2013 at the Legislative Office Building in Hartford, before Richard A. Cruz, Chairman of the Latino and Puerto Rican Affairs Commission; Elena Trueworthy, Vice-Chair of the Commission; Commission member Lourdes Montalvo, and LPRAC's Executive Director Werner Oyanadel, who was joined by LPRAC Special Projects Director Lucia Goicoechea-Hernandez. With a focus on the Spanish-speaking media in Connecticut, those providing testimony were Pablo Colon of Radio Cumbre Broadcasting in Bridgeport; Ruth Espinosa from Identidad Latina in Hartford; Carlos Masias from Post Latino in Hartford; Hector Bauza from Bauza and Associates, an advertising agency based in Hartford; and Doug Maine, a writer with the news website ctlatinonews.com. Also present was Associate Professor of Communications and El Instituto: Institute of Latina/o, Caribbean, and Latin American Studies at the University of Connecticut, Dr. Diana Rios.

### **State & Local Emergency Information Communication March 6, 2014**

A second fact-finding hearing was held at LPRAC offices in Hartford, focusing on state and local emergency information communication, and included Dora B. Schriro, Commissioner of the Department of Emergency Services and Public Protection (DESPP); Scott DeVico, Director of Communications for DESPP; Samaia Hernandez, Press Secretary in the Office of the Governor; Donald King, Assistant Fire Marshal from the City of New Britain; and Edgar Montalvo, a fire fighter in the City of New Britain. Also participating in leading the hearing were Werner Oyanadel, Executive Director of LPRAC; Dr. Jaime Gomez, Professor of Communication at Eastern Connecticut State University; and Dr. Diana Rios of the University of Connecticut.

## Private and Public Agency Collaboration November 12, 2014



A third fact-finding hearing held on November 12, 2014 at LPRAC offices in Hartford before Werner Oyanadel, Executive Director of LPRAC. Present and providing observations and comments along with Dr. Jaime Gomez of Eastern Connecticut State University and Dr. Diana Rios of the University of Connecticut were Rick Porth, CEO of United Way of Connecticut; Estela Lopez, Chair of the Board of United Way of Connecticut 211; Nick Torres, JUNTA for Progressive Action; and Angel Fernandez-Chavero, a member of the Governor's Emergency Communications Task Force. Also present was Orlando Rodriguez, Associate Legislative Analyst at LPRAC.

## Principal Findings & Themes

- 1 Local **Spanish-language media should not be relied upon as the translator** for official government information related to emergency situations. It is the responsibility of government to provide that official information in the language of significant populations to assure accuracy and promptness in the delivery of that essential information. The current ad-hoc system is too reliant on volunteerism and good will, but this can be ineffective, inconsistent and easily overwhelmed in an emergency.
- 2 There should be a **centralized list of Latino Media in Connecticut**, easily accessible to all state agencies and available to local government, to ensure that all media receive emergency-related information.
- 3 There should be **greater coordination among state agencies** in the use of resources devoted to dissemination of emergency-related information, so that translation services and other assistance and support can be shared effectively in order to reach the state's population, especially those for whom English is not their primary language, with essential information.
- 4 The Governor's Office, as the primary source of information in a natural disaster or similar emergency, should continue to **expand and enhance its relationship with Spanish-language media**, taking the lead in state government with the Department of Homeland Security and Public Protection.
- 5 There are often **wide variations among governments in the effectiveness of efforts to reach the Spanish-speaking population**; driven by factors including whether the chief elected official or other emergency personnel are fluent in Spanish. As leadership changes, these variations should be

considered and adequate and effective methods of communication should be in place.



- 6 There are **generational, cultural and geographic differences** in the way in which Spanish-language media is used and accessed in Connecticut, which must be taken in consideration in the development of any plan or procedure to reach the state’s growing Latino population.
- 7 In developing a continuous **inventory of Spanish-language media outlets**, college radio stations and internet sites should be considered and included as appropriate and relevant. The communication channels within and among community-based organizations, especially in ethnic communities, should also be considered, and means of assuring that they are aware of how and from whom to receive timely, relevant emergency information is known.
- 8 The state should **review and consider the experience of other jurisdictions outside the state** with considerable Spanish-speaking populations to determine if there are best practices in place elsewhere that can be adopted here.
- 9 There should be an **ongoing, regular assessment of actions and outcomes** as it relates to communication of emergency-related information to the state’s Spanish-speaking population.
- 10 The state should have **in place a detailed, coordinated, comprehensive plan that delineates actions to be taken** by state government, Spanish-speaking media, community organizations and others with an interest in assuring that natural disaster emergency information reaches Connecticut’s Spanish-speaking resident on a timely basis.

## Issues of Emphasis

Throughout the fact-finding hearings managed by the institutional coordinating team, a considerable number of points were strongly, and often repeatedly, made by participants, including individuals with specific expertise and experience related to their job responsibilities or professional background.

Key points are highlighted to provide important guidance and evidence for policy makers as they review and consider appropriate and necessary actions as a result of the information gleaned from the hearings:

- The current situation places a tremendous burden and responsibility on Spanish-language media, which must translate official emergency information because the safety of the community may well depend upon it. That should be a function of government, rather than the media. Although through good will and volunteerism Latino media has responded well and willingly to fill the gap that exists, continued reliance is not sound policy and cannot be sustained adequately to meet community needs.
- It is also important to consider that relatives and family members outside of Connecticut are often desperately interested in information about unfolding natural disasters and their impact on family members. They turn to Spanish-language media for their information. Thus is it important, not only for immediate public safety, but for the effective dissemination of accurate information to broader communities of concern, to have government provide such information in a manner that would allow quick, concise and accurate presentation to the public.
- Weekly community-based papers, including those written in Spanish, have websites that can provide more immediate



public safety information. They do not, however, have adequate staff to translate official news releases issued in English. The internet-immediate aspect of weekly newspapers should be considered and utilized.

- It should be recognized that the Spanish-language media in Connecticut consists mainly of small businesses, not media mega-companies, and as such resources are limited and budgets are tight.
- Immediately before, during and in the immediate aftermath of Hurricane Sandy, the Federal Emergency Management Agency (FEMA) and Small Business Administration (SBA) had sufficient and appropriate resources and personnel to provide official public safety information in Spanish. The State of Connecticut did not.
- The major utilities, such as Eversource Energy and United Illuminating, should have dedicated personnel to work directly with Spanish language media. Spanish language media should go to the State Armory Emergency Operations Center, to the extent possible, or a Spanish translation and feed of official announcements should be provided.
- There are differences in the media preferences and habits of demographic generations that should be considered in the dissemination of emergency information. The older generation tends to utilize radio, TV and print, and are often less tech-savvy.
- Spanish language television stations in Connecticut, even if they do not have regular newscasts or news staffs, have the

ability and willingness to use a “crawl” on the bottom of the screen to provide official emergency-related information – if it is provided in Spanish. These stations often do not have staff on-hand at their broadcast facilities with the capacity to translate such information from English to Spanish on the fly, and broadcast it as “official.” [Telemundo has no local news; Univision has one local reporter]

- Even if the Mayor’s office or Governor’s office has a Spanish-speaker on staff, they do not necessarily provide translation services. It should not be assumed, because it is usually not the case, that because an individual speaks Spanish they have the skills to serve as a translator for official documents. Access to a certified translator should be considered. A Spanish surname should not be assumed to indicate proficiency in Spanish, or Spanish translation.
- Use of the automatic Google translator, while widespread, is highly questionable in regards to accuracy, and should not be relied upon for the dissemination of official information of an urgent nature. There is too much risk of an inaccurate translation providing misleading or inaccurate instructions, advice or information.
- Social media, such as Twitter, can and should be utilized to provide immediate and brief public safety information in Spanish. In doing so, however, there needs to be an awareness that many people, especially those more senior in age, either do not have access to, or are less comfortable using, social media as a reliable information source.
- There should be a review of the processes and procedures in effect in other jurisdictions around the country, at the state and municipal level, with substantial Spanish-speaking



populations or populations where the primary language spoken in the home is a language other than English. Connecticut may be able to benefit from the experiences, good and bad, of other jurisdictions in determining the most effective and efficient way of communicating emergency-related information to these populations in a timely manner.

- There should be a mechanism developed for public agencies to have information directly provided in Spanish, rather than relying upon individual stations to reach out for such information. There should also be a means developed to put public officials on-the-air directly as needed, in the case of broadcast stations, and potentially, the internet as well, with appropriate instantaneous Spanish translation.
- The Department of Homeland Security and Emergency Preparedness, the Governor's Office and other key state agencies must maintain a comprehensive and updated media list of Spanish-language media in Connecticut, with station contact information including key personnel, and detailed procedures regarding the sharing of emergency information. This list should be easily accessible to state agencies and emergency personnel, and procedures should be tested in non-emergency situation to assure smooth operations when needed.
- In addition to major, catastrophic natural disasters, the efficient implementation of procedures and policies responsive to these findings also hold the potential to make the dissemination of information to the state's Spanish-speaking community more effective in winter storms, which are more routine in Connecticut, and even extending to school closing information, road closing information and other such circumstances that may also have public safety implications.

- The Governor’s Office indicated that invigorated conversations with Latino media have been productive, including having an individual representing the state provided to speak on camera regarding a snow emergency, for example, from the State Operations Center.
- The DESPP indicated that the agency’s informational booklet, Connecticut Guide to Emergency Preparedness, has been translated into 10 languages, including Spanish, and is available. Also noted was the existence, in the area of the Millstone Power Plant, of an Emergency Planning and Zoning Council, and that information related to that Council is also provided in Spanish.
- Evidence of the far-reaching impact of initiatives that are implemented in Spanish, or directed to a Latino audience, was provided to indicate the importance of and positive results from such efforts. The state’s Access Health CT advertising and LPRAC’s work on the recent Puerto Rico birth certificate issue were among the examples cited. While not related to emergency communication, they signal that when an affected population is reached effectively, the results can be significant.
- 211 has Spanish speakers always available, which may not be widely known. In fact, between 6 and 7 percent of all calls to 211 are conducted entirely in Spanish. 211 was created by the United Way, and it is partially funded by Connecticut’s 15 local United Way agencies, but the largest share of the budget comes from the state – including from various state agencies for specific initiatives. United Way provides the state Department of Social Services with bi-annual reports with data outlining the nature of calls taken.
- Current Governor views 211 as an important point of information for the public. If this resource, which is funded in part by state



government, is to be more widely utilized, there may need to be greater publicity about it, and the fact that it is a resource that can be turned to in an emergency for information in Spanish. Primary publicity thus far has been in association with Univision. Greater awareness, however, may increase call volume, and that could raise questions of sufficient capacity.

- It is important to have both conversational capacity and cultural capacity. They differ in requisite knowledge and application, and both elements are important to effectively communicate with Connecticut's diverse Spanish-speaking population.
- It is a challenge for a nonprofit organization such as United Way to retain good and effective Spanish-speakers, as they are in-demand in the private sector as well. Cultural competency and training is an important aspect for individuals hired to be 2-1-1 operators or in other front-line public communication positions in municipalities or state government agencies, especially as it relates to emergency communication.
- Some in the Spanish-speaking community may have a pre-existing misperception about government in general, and the services it delivers, that can undercut the level of trust in government institutions. That may have an impact on perceptions of government-conveyed information in a public information emergency-situation.

## Concurrent Convening

A few months following the start of the review by the institutional coordinating team, and concurrent with the continuing fact-finding hearings, in March 2014 Connecticut Governor Dannel Malloy established a Task Force “...to evaluate the cost, benefit, efficiency, effectiveness and measurable performance of the exiting communications methods used by the State,” and to develop best practices in communicating with its diverse residents, particularly with non-English speakers and individuals with disabilities or other functional needs.”

The goal of the Task Force was to review and make recommendations on both emergency and non-emergency communications. The Commissioner of the Department of Emergency Services and Public Protection, Dora B. Schriro was assigned by Gov. Malloy to convene and chair the group.

The Task Force issued an Interim Report on August 1, 2014, which concluded that “many strategies and partners are necessary to address ... communications issues and to effect change that is personal, cultural and institutional.” Indicating that the report’s recommendations “represent a significant starting point,” the Interim Report indicated that “the continuation of this Task Force will ensure that this work will also continue.”

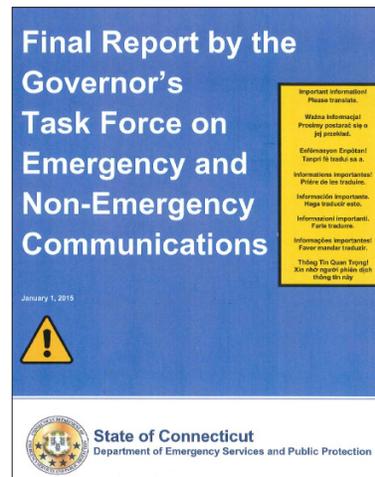
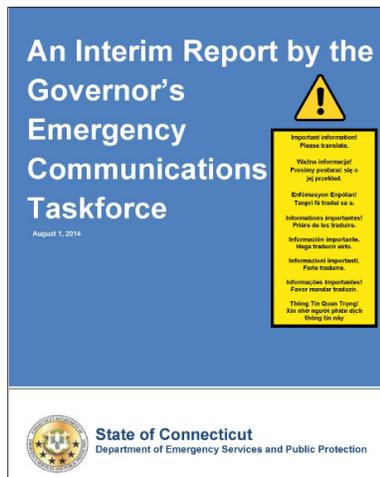
The DESPP website indicates that the Task Force last met on November 6, 2014, with a “full report covering both emergency and non-emergency communications” to be issued by January 1, 2015.

That final report, although not yet widely disseminated, outlined a series of recommendations and indicated five “overarching categories” that highlighted the findings and recommendations of the Task Force:

- Address diverse language in multiple ways, including engagement of private and public sector partners.



- Enhance public preparedness messaging and individual resilience.
- Emphasize and support local planning and preparedness initiatives related to communicating with all community members
- Enhance state agency communications resources to assist in emergency preparedness, response and recovery messaging.
- Continue the work of the Governor’s Communications Task Force.



## Relevant Resources

### **Governor's Emergency Communications Task Force**

Final Report (January 1, 2015)

Interim Report (August 1, 2014)

Meeting Agendas and Minutes (March 31, 2014; April 28, 2014; May 28, 2014; November 6, 2014)

<http://www.ct.gov/despp/cwp/view.asp?a=4611&q=542272>

### **Official Transcripts**

Latino & Puerto Rican Affairs Commission

Role of Government and Latino Media in Natural Disaster Emergencies

Fact Finding Hearings

December 18, 2013

March 6, 2014

November 12, 2014

*(Available Upon Request)*

### **Study**

#### **An Achilles Heel in Emergency Communications**

The Deplorable Policies and Practices Pertaining to Non English Speaking Populations

Federico Subervi

Principal Investigator Professor & Director, Center for the Study of Latino Media & Markets

School of Journalism & Mass Communication

Texas State University

[http://www.researchgate.net/publication/228766381\\_An\\_Achilles\\_Heel\\_in\\_Emergency\\_Communications\\_The\\_Deplorable\\_Policies\\_and\\_Practices\\_Pertaining\\_to\\_Non\\_English\\_Speaking\\_Populations](http://www.researchgate.net/publication/228766381_An_Achilles_Heel_in_Emergency_Communications_The_Deplorable_Policies_and_Practices_Pertaining_to_Non_English_Speaking_Populations)

## **State of Texas**

*<http://www.srh.noaa.gov/bro/?n=nwrspanishceremony>*

*[http://www.connectamarillo.com/news/story.aspx?id=1057701#.VYRTA\\_m6eUk](http://www.connectamarillo.com/news/story.aspx?id=1057701#.VYRTA_m6eUk)*

*<http://www.senatoreddielucio.com/2012/07/spanish-language-emergency-alerts-coming-to-south-texas/>*

## **State of California**

California's Emergency Preparedness Efforts for Culturally Diverse Communities: Status, Challenges and Directions for the Future

January 2009

Center for Health Equality, Drexel University

*[http://www.n-din.org/ndin\\_upload/upload\\_287.pdf](http://www.n-din.org/ndin_upload/upload_287.pdf)*

## **Federal Emergency Management Agency**

Spanish language information for individuals

*<https://www.youtube.com/watch?v=AOFYzuWHDSM&feature=youtu.be>*

*<http://www.ready.gov/es>*

## Appendix 1

### Participants in Hearings

**Richard A. Cruz**, *Chairman*, Latino and Puerto Rican Affairs Commission (LPRAC)

**Elena Trueworthy**, LPRAC Vice-Chair

**Lourdes Montalvo**, *LPRAC Commissioner*

**Werner Oyanadel**, *LPRAC Executive Director*

**Lucia Goicoechea-Hernandez**, *LPRAC Special Projects Director*

**Orlando Rodriguez**, *LPRAC Associate Legislative Analyst*

**Dr. Jaime Gomez**, *Professor of Communication*, Eastern Connecticut State University

**Dr. Diana Rios**, *Associate Professor of Communication*, El Instituto: Institute of Latina/o, Caribbean, and Latin American Studies, University of Connecticut

**Pablo Colon**, Radio Cumbre Broadcasting (Bridgeport)

**Ruth Espinosa**, Identidad Latina (Hartford)

**Carlos Masias**, Post Latino (Hartford)

**Hector Bauza**, Bauza and Associates (Hartford)

**Doug Maine**, ctlatinonews.com

**Dora B. Schriro**, *Commissioner*, Department of Emergency Services and Public Protection (DESPP)

**Scott DeVico**, Director of Communications, DESPP

**Samaia Hernandez**, *Press Secretary*, Office of the Governor

**Donald King**, *Assistant Fire Marshal*, City of New Britain

**Edgar Montalvo**, *fire fighter*, City of New Britain

**Rick Porth**, CEO, United Way of Connecticut

**Estela Lopez**, *Chair*, United Way of Connecticut 211

**Nick Torres**, JUNTA for Progressive Action

**Angel Fernandez-Chavero**, Governor's Emergency Communications Task Force

## Appendix 2

### Latino & Puerto Rican Affairs Commission Members During Period of this Report

Richard A. Cruz, Chairman  
Elena Trueworthy, M.S., Vice Chair  
Emanuela Palmares-Leaf, Secretary  
Yolanda Castillo, Treasurer  
George Hernández, Parliamentarian

Rosa Acosta \*\*\*\*  
Ramón L. Arroyo  
Francisco R. Borres \*\*  
Migdalia Castro  
Isaías T. Díaz, Esq.\*\*  
Roberto C. Fernández \*\*\*  
Ana Gonzalez  
Jay Gonzalez  
Lourdes Montalvo\*  
Dr. Ruby O'Neill  
Dr. Agnes Quiñones  
Norma Rodriguez Reyes \*\*\*\*\*  
Ruben Rodriguez  
Dr. Eugene M. Salorio  
Pablo Soto  
Christian Soto  
Feny Taylor  
Danny Torres

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Served thru:

\*\*\*\*\*December 2013    \*\*\*\*March 2014

\*July 2014    \*\*September 2014    \*\*\*December 2014



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