

La Voz, a resource for Latinos in the Hudson Valley and Catskill regions

MARIEL FIORI, MBA



My driving principle

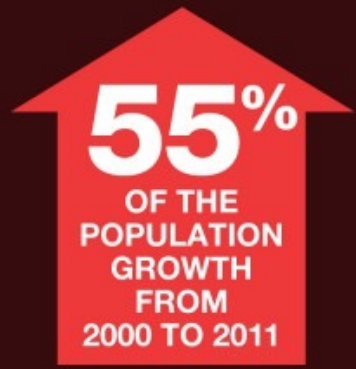
“Accepting the status quo is not part of my blood, my upbringing or background. We need to use whatever tools we possess (i.e. education, network, time and/or money) to help improve the part of the world where we live. In my case, I do it through my passion for communications.” *Mariel Fiori, La Voz*

A demographic imperative

LATINOS IN THE U.S. ARE...



OF THE POPULATION



64.1%	MEXICAN
9.5%	PUERTO RICAN
3.7%	CUBAN
3.7%	SALVADORAN
3.3%	DOMINICAN
2.4%	GUATEMALAN
2.0%	COLOMBIAN

...AND MORE



LATINO
BRANDINGPOWER

SOURCES: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY, PEW HISPANIC CENTER, SELIG CENTER FOR ECONOMIC GROWTH | VISIT: WWW.LATINOBRANDINGPOWER.COM

Hispanic/Latinos in New York State

- Hispanic Population **3,948,032**
- Percent of State Population **19.5%**
- Native-born Hispanics **61%**
- Language other than English spoken at home **79%**
- As Percentage of All K-12 Students **23%**
- Hispanic births **23%**

Source: Pew Hispanic Center. Demographic Profile of Hispanics in New York, 2014
2020 Census State Profile: New York

Latinos in the Mid-Hudson Valley and Catskill regions

- 187,617 Hispanics or Latino
- 16% of total population
- 109% population increase since 2000
- 112,343 speak Spanish at home in Columbia, Dutchess, Orange, Sullivan and Ulster counties

Source: [Mid-Hudson Valley Community Profiles](#)

Here to stay

“Latinos are a fundamental component to business success, and not a passing niche on the sidelines. Rapid Latino population growth will persist, even if immigration is completely halted. Latinos have amassed significant buying power, despite perceptions to the contrary. Hispanics are the largest immigrant group to exhibit significant culture sustainability and are not disappearing into the American melting pot”.

-Nielsen Report, State of the Hispanic Consumer: The Hispanic Market Imperative

Reaching out? Keys for successful connections

- ❑ Understand the role of language and culture among Latinos
- ❑ Hispanic culture in the U.S. is enduring and sustainable
- ❑ Devote resources to identify and define Hispanic market opportunities
- ❑ Relationship building is essential
- ❑ Authentic copy (no automatic translations)
- ❑ Consistent customer experience (i.e. **hire bilingual staff**)
- ❑ Fish where the fish are / find your connectors
- ❑ Be patient

La Voz *magazine*

Cultura y noticias hispanas del Valle de Hudson



<http://lavoz.bard.edu/>

Fotografía Felipe Santos

Media for the Public Good

La Voz

Cultura y noticias hispanas del Valle de Hudson

SE VIENE LA GUELAGUETZA VIRTUAL

¿VOTAMOS?

SITA GÓMEZ,
PINTANDO DESDE EL CORAZÓN

AURA LÓPEZ ZARATE
LUCHANDO POR LA JUSTICIA
DE INMIGRACIÓN

LATINOS Y EL MOVIMIENTO POR LAS
VIDAS NEGRAS, SEGUNDA PARTE

CANDIDATOS PRESIDENCIALES
Y EL MEDIO AMBIENTE

Año XVII, volumen 8, septiembre de 2020

Revista
GRATIS

*El poder del amor, suplemento
educativo, cuento ¡y mucho más!*



La Voz: Hispanic Culture and News from the Hudson Valley

La Voz is the only print Spanish-language magazine for the over 170,000 Latinos of Columbia, Dutchess, Greene, Orange, Putnam, Rockland, Sullivan, Ulster, Albany, and Rensselaer counties.

We Latinos are here to stay, and we need the tools to learn to navigate the educational, health, business and political systems in this country, in this state.

This is the need that La Voz strives to meet every month. Based at Bard College, a non-profit organization, La Voz magazine is an independent publication that has been informing the Hispanic communities of the Hudson Valley since 2004.

We have a great responsibility to keep our readers well informed, to do media for the public good.

Magazine Facts

- Monthly distribution: 6000 copies delivered throughout 10 counties. Drop offs include grocery stores, restaurants, churches, laundromats, community centers, health clinics, libraries, prisons, subscribers and more.
- Original content in Spanish with a local focus, and a mission to inspire and inform the Spanish speakers of the Hudson Valley and Catskill regions.

SOY EGOÍSTA, POR ESO
QUIERO SALVAR AL PLANETA

La Voz

Cultura y noticias hispanas del Valle de Hudson

MURALES DE ARTE EN
ROSENDALE NY

PLAZAS COMUNITARIAS DE
POUGHKEEPSIE

CELEBRAR A LA NIÑEZ
EVENTO FAMILIAR EN
KINGSTON

CAMPAÑA PARA TERMINAR
LOS SUBSIDIOS A CARRERAS
DE CABALLOS

ENFERMEDAD CRÓNICA DE
LYME, EPIDEMIA SILENCIOSA



Vol. XX, número 3, abril de 2023

El poder del amor, ser padres,
guía de recursos ¡y mucho más!

Revista
GRATIS

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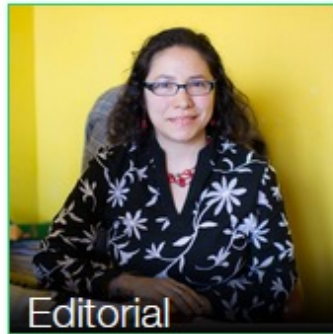
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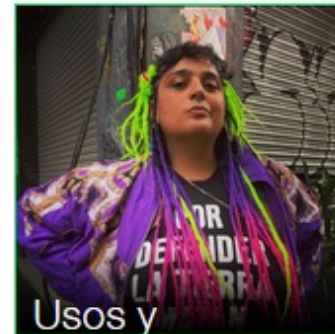
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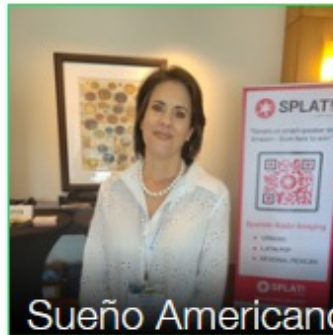
Editorial



La esquina de las



Usos y



Sueño Americano

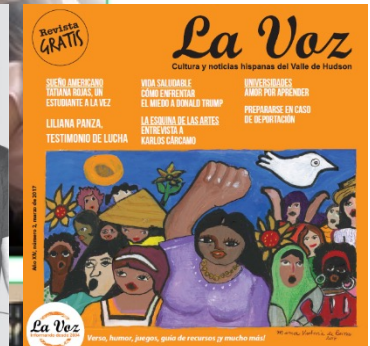
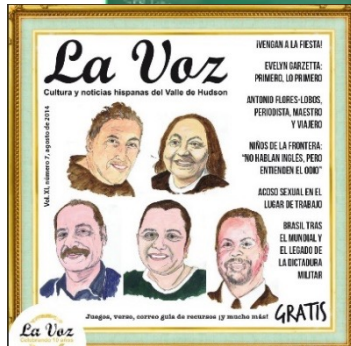


Correo



Cuento

And so many more stories...





La Voz Community involvement

La Voz con Mariel Fiori

WKNY 1490AM 107.9 FM RadioKingston.org Lunes
a Viernes 10-11am



[Facebook.com/LaVozEnLaRadio](https://www.facebook.com/LaVozEnLaRadio)

Some recent featured stories



- ❑ Mercedes Soler: “Univisión Was Built on the Back of Great Women.”
- ❑ Feminist and Anti-Capitalist Rap with Audrey Funk
- ❑ Climate Crisis: What If We Just Solved It
- ❑ Housing as a Basic Human Right and Justice
- ❑ Sanctuary Movements in the Hudson Valley
- ❑ Interview with Bárbara Abadía-Rexach, from the podcast *Negras*
- ❑ The Political Voice of Those Who Can’t Vote
- ❑ The rise of heroine addiction in the Hudson Valley
- ❑ Electric Cars, Solar Energy, and so much more!

El Rebolu de La Voz

Saturday, June 17 at Bard's Spiegeltent

7:00 p. m. a 10:00 p. m., doors open at 6:30 p. m.



Contribuir

La Voz busca escritores y artistas

¡Haz oír tu voz!

En *La Voz* queremos escucharte. Si tienes sugerencias, opiniones, comentarios, noticias de actualidad o trabajos propios en artes plásticas para compartir, *La Voz* te ofrece el espacio.

Escribenos a escribalavoz@yahoo.com, y ¡haz oír tu voz!

La Voz para escuelas y bibliotecas

Suscripción especial

Para todas aquellas escuelas, bibliotecas y otras instituciones que quieran recibir *La Voz* por correo, les enviaremos 20 copias de la revista cada mes por \$80 al año.

Simplemente envíanos tu información de contacto (nombre, dirección, teléfono, correo electrónico) y un cheque por \$80 pagadero a La Voz/Bard College a:

La Voz / Bard College
30 Campus Road
Annandale-on-Hudson, NY 12504

Para más información, favor de escribir a escribalavoz@bard.edu o llamar al (845) 758-6822 ext. 3759

Cómo suscribirse a La Voz

¿Quieres recibir la revista *La Voz* por correo a tu domicilio?

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¿Ya te pasó que cuando fuiste a buscar *La Voz* no la encontraste? ¿Se las llevaron todas antes de que llegaras? ¿Una vez la encuentras pero al mes siguiente no?

No te preocupes más. **Suscríbete a La Voz**, Cultura y noticias hispanas del Valle del Hudson, y recibe la revista en tu casa **todo el año por sólo \$15.**

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PAGO: Envía un cheque a nombre de La Voz/Bard College con el memo "suscripción anual"

You can subscribe your library or school to La Voz!

What's next?

- ❑ Learn a foreign language
- ❑ Become an ESL tutor
- ❑ Contribute articles and topic ideas to La Voz
- ❑ Advertise your business in La Voz,
lavoze.bard.edu/publicidad
- ❑ Make a donation to La Voz so we can continue to produce a high quality magazine,
lavoze.bard.edu/donar
- ❑ And do Like us in Facebook!
[@LaVozHudsonValley](https://www.facebook.com/LaVozHudsonValley)

Contact



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LaVozenlaRadio

Web: radiokingston.org/en/broadcast/la-voz-con-mariel-fiori

Email: lavoz@radiokingston.org

¿Preguntas?

- Questions or Comments?
- Would you like to Share Your Stories of bringing communities together?

But wait a minute, what is Latino?

- Of Latin American or Spanish descent
- Self-identified
- Hispanic or Latino are used interchangeably and most Hispanics/Latinos don't mind
- **BUT** most prefer to identify with a country of origin, not with the abstract Hispanic/Latino
- **Spanish language tends to be maintained through generations**

Latinos in New York II

	HISPANICS	Non-Hispanic Blacks	Non-Hispanic Whites
Median Age	31	35	43
Annual personal earnings	\$24,600	\$30,000	\$40,000
Poverty (17 and younger)	34%	31%	14%
Homeownership	24%	31%	66%
Without health insurance	17%	10%	5%

Source: Pew Hispanic Center. Demographic Profile of Hispanics in New York, 2014

Contact



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lavoze.bard.edu