Publicity Plan

for

The Gay and Lesbian Hotline in Spanish

Working Draft
Presented by **ENLACE**
Washington, D.C. Metropolitan Area
Latino Gay and Lesbian Coalition

September 21, 1990

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I. Introduction

ENLACE: the Washington D.C. Metropolitan Area Latino Gay and Lesbian Coalition, in cooperation with the Gay and Lesbian Hotline, a project of the Whitman Walker Clinic, is developing the service for Spanish-speakers. In accordance with the Letter of Intent between **ENLACE** and the Gay and Lesbian Hotline, this document delineates a publicity plan to announce the Spanish-language service of the Hotline, and the continual awareness of the service in the Spanish-speaking community. As part of the promotion of service by **ENLACE** and the Hotline, we will solicit volunteers from the Spanish-speaking gay and lesbian community.

The document is intended as a working draft to be modified, amplified and evaluated by both **ENLACE** and the Hotline. The plan is based on **ENLACE**'s previous promotional experience. We hope that the document will ultimately provide **ENLACE** and the Hotline with a guide to publicity of other services for Spanish-speaking gay men and lesbians.

II. Announcement at an Inaugural Event

The !Gran Baile! sponsored by **ENLACE** on October 13, 1990, will serve as the inaugural event to announce the Hotline Service to the gay and lesbian Latino community. For the event, **ENLACE** will prepare:

(1) A flyer announcing the opening of the Spanish-language hotline and calling for volunteers for the Winter training session;

(2) An announcement of the opening of the Hotline by Officers of **ENLACE** during the entertainment portion of the event. A representative of the Hotline is invited to participate in the announcement.

III. Brochures, newsletter and other promotional materials

The ENLACE brochure and other general publicity materials that describe ENLACE's projects will mention the Spanish-language hotline as a joint project of **ENLACE** and the **Whitman Walker Clinic.**

The **ENLACE** newsletter will carry the Hotline number in each issue. The newsletter is published every two months and supports a circulations of 300-350.

The **ENLACE** phone recording will indicate 24-hours a day when and how to communicate with the Hotline.

ENLACE encourages the Hotline to utilize the Whitman Walker newsletter and other mailings to publicize the Spanish-language service.

ENLACE will provide the translation of the Hotline brochure in a generic Spanish and suggest modifications to accommodate the Spanish-language service. A draft copy of the brochure is attached. **ENLACE** requests that the Hotline maintain responsibility for publishing the brochure in Spanish and maintaining an adequate supply.

ENLACE is investigating the other promotional material such as stickers or push-cards to complement the announcement of the Spanish-language hotline service. The factors that will be used to determine the practicality of formats will include cost, portability, discretion and endurance versus ephemerousness.

III. Press Release

A Press Release dated October 11 will announce the opening of the Hotline and the inaugural event. The press release will tie-in the opening of the Hotline to both National Coming-Out Day (October 10) and Columbus Day/"Dia de la Raza" (October 12) as a "hook."

Radio: ENLACE has obtained commitments from the producers of the radio shows "Mundo Latino" (WDCU) and Radio Mundo (WMDO) to announce the service and conduct an "interview" of **ENLACE.** Announcement will be sent to Radio Borinquen (WILC), however their attitude in the past has been extremely homophobic.

Television: No commitments have been obtained. A possible avenue is the television station Telemundo (Channel 42). Member of ENLACE previously have participated in shows on gay men and lesbians in the Latino community.

Newspaper: The Washington Blade has committed to covering the inaugural event announcing the hotline. The Press Release will be sent to Hispanic reporters at the Washington Post and the Washington Times, as well as to the Spanish-language press in the metropolitan area including El Latino, Las Americas, La Gaceta and others.

IV. Mailing to appropriate agencies and listings

A flyer prepared by **ENLACE** announcing the Spanish-language Hotline service will be mailed to agencies, organizations and resource directories that serve a predominantly Spanish-speaking population. The flyer will be mailed on a one-time basis to as many organizations as possible. The Office of Latino Affairs lists about 60 agencies. The Hispanic Yearbook lists over 200 Latino organizations and agencies in the Washington metropolitan area. **ENLACE** will follow up on the resource directories, such as the Hispanic Yearbook and various Spanish-language yellow pages, to encourage that the Spanish-language Hotline is listed.

V. Evaluation of Publicity

In order to evaluate publicity efforts, **ENLACE** requests that Hotline English and Spanish speaking operators be encouraged to ask: "How did you hear about the Hotline?" We feel that callers who may be encouraged to call by Spanish-language publicity initially may speak to operators in English. Answers would be tallied as part of the regular record-keeping of the Hotline. In order to analyze the publicity efforts, a breakdown of the sources should be mailed to **ENLACE** on a periodic basis (monthly?)

September 21, 1990

ENLACE: Washington D.C. Metropolitan Area
Latino Gay and Lesbian Coalition
P.O. Box 45211
Washington, D.C. 20026

Gay and Lesbian Hotline of the
Whitman-Walker Clinic
1407 "S" Street N.W.
Washington, D.C.

Dear Gay and Lesbian Hotline:

ENLACE, the Washington D.C. Metropolitan Area Latino Gay and Lesbian Coalition is proud to initiate a Spanish-language Gay and Lesbian Hotline, as a joint project with the Gay and Lesbian Hotline, a project of the Whitman-Walker Clinic.

ENLACE strongly feels that a Spanish-language hotline would serve the gay, lesbian and the Latino communities by addressing the disparate availability of social services between the English-speaking and Spanish-speaking communities, in the gay and lesbian community and community at large, and beginning to fill in the enormous gap. Our commitment to the project is evidenced by the depth and intensity of discussion of such a project that has transpired within our organization.

In general, **ENLACE** agrees to publicize the Spanish-language hotline service, assist in the development of resources and recruit volunteers for the service from the membership of ENLACE and from the Spanish-speaking gay and lesbian community at large. The methods for fulfilling our commitment shall be agreed upon by both organizations.

In addition, **ENLACE** is prepared to provide initially a financial contribution to the Hotline of $250 per quarter, or $1000 a year. This contribution shall be use to cover initial installation, monthly fees and others and will be subject to periodic evaluation of the effectiveness of the Hotline by both **ENLACE** and the **GAY AND LESBIAN HOTLINE** and mutual agreement as to the constructive working relationship between our organizations.

ENLACE requests from the Hotline the spiritual commitment of the staff and volunteers to carry through with the project in an atmosphere of trust, mutual cooperation and learning. We also request adequate financial commitment of the GAY AND LESBIAN HOTLINE, as a project of the Whitman-Walker Clinic, to the establishment and maintenance of the Spanish-language hotline.

ENLACE strongly suggests, as the project proceeds, that the HOTLINE reconsider its criteria and training for volunteers and adapt them for Spanish-speakers. **ENLACE** wholeheartedly believes in principle that outreach to any community, in order to be successful, must include proficient knowledge the community and support from its leaders.

With these considerations in mind, we encourage the **GAY AND LESBIAN HOTLINE** to immediately add a member of **ENLACE** to the Board and Operating Committee of the Hotline and create a Hotline sub-committee made up of at least 50% Spanish-speakers.

ENLACE sincerely hopes that this joint project with the **GAY AND LESBIAN HOTLINE** begins to bridge the differences between our communities in order to create a stronger community of all people. In other words, "*hay tantisimas fronteras que dividen la gente, pero para cada barrera hay un puente = There are so many borders that divide people, but for every barrier there is a bridge.* "***Let's work together to be the foundation of that bridge***".

Officers of **ENLACE:**

Dennis Medina
President

Yolanda Santiago
Vice-president

Rick Kulick
Treasurer

Officer of **GAY AND LESBIAN HOTLINE**

Michael Marcuse, Director
Gay and Lesbian Hotline

James Fisher, Chair of
Membership and Operations

Rick Mendoza
Secretary

John Echeverry
Chair, Hotline Committee

La Linea Informativa HOLA-GAY

Linea Informativa **HOLA-GAY** es un projecto conjunto de servivio en espanol para la comunidad de Gay y Lesbiana entre **ENLACE** y la clinica Witman Walker. **HOLA-GAY** provee consejeria, informacion y servicios de referimeniento para la comunidad de Gay y Lesbiana latinos y latinos en general en el area metropolitana de Washington, DC. Con 40 empleados voluntarios que sirven de operadores, **HOLA-GAY** a linea informativa contesta llamadas en espanol desde las 7:00 pm a 11:00 pm de la noche todos los jueves del ano.

Anualmente Hotline (english version) recibe 8,500 llamadas, el 25% de las mismas son para pedir informacion sobre clubs y otras formas de entretenimiento en Ia ciudad.

Otras llamadas tratan con temas de: salud; soledad; relaciones con familiares padres, companeros; identificacion sexual,"salir del closet" (coming-out) y muchos mas. En casos de problemas personales, nuestro operadores profecionales proveen a todas las llamadas y durante el tiempo necesario un oido amistoso, discreto (**No tiene que dar su nombre**) y que no juzga aguellas personas que llaman a **HOLA-GAY**. En esto casos **HOLA-GAY**, alienta ha que nos continue llamando para saber de su progreso.

HOLA-GAY tambien puede darte informacion sobre agencias que ofrece servicios: medicos, legales, educacionales, y otos en nuestr comunidad. **HOLA-GAY** tambien da informacion sobre las muchas actividades, politicas, religiosas y sociales de Ia communidad gay y lesbiana o latina en general.

En las llamadas para pedir informacion sobre el SIDA, **HOLA-GAY** refiere a otras linead de informacion que tiene mas conocimentos en los avances medlcos mas receintes sobre esta emfermedad.

'SALIR DEL CLOSET', AUTODEFINIRSE COMO HOMOSEXAL

Uno de Los servicios mas importantes que da **HOLA-GAY** es es el de ser muchas veces el primer contacto de la persona que llama con otro homosexual o lesbiana. Una llamada puede romper la barrera de soledad que tal vez a existido por toda una vida.

Las personas que llaman a **HOLA-GAY** muchas de ellas jovenes e aisladas, pueden discutir sin temores y preguntar sobre la vida gay y lesbiana. Durante a llamada y a travez de preguntas especificas sobre el sexo, sin temor a ser ridiculizados y sin verguenza, pueden aclarar muchas de sus dudas y sentimientos comprendiendo que otras personas han sentido la misma confusion.

En otras ocaciones los operadores de **HOLA-GAY** pueden aconsejar al individuo que llama el uso de consejeria o terapia profesional. Los operadoras tambien proveen alentacion para los que la necesiten.

CONSEJERIA

Los operadores de **HOLA-GAY** no son consejeros profesionales, pero si estan entrenados para escuchar y ayudar a las personas que Ilaman en discutir sus problemas a identificar posibles solucionas a los mismos. Nuestros operadores son de distintas edades y poseen experiencias personalas variadas las cuales usan para dar ayuda y aconsejar a todos nos que llaman.

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Los operadoras de **HOLA-GAY** estan entrenandos para identificar a aquellas personas qua necesitan ayuda profesional y ayudan a estas personas ha encontrar a especialistas en salud mental.

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Outline of Publicity Plan

I. Announcement at an Inaugural Event

II. Brochures, Newsletters and other Promotional Materials

- a. ENLACE materials
- b. Translation of Hotline materials
- c. Flyers, Stickers and Push-cards
- d. Press Release

III. Press Release

- a. Radio/Television
- b. Newspaper announcements

IV. Mailing to appropriate agencies

VI. Evaluation

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