

# Content Analysis of English and Spanish-language Media Outlets in South & Central FL Markets

## Introduction

Looking to continue growing our understanding of Spanish-speaking Latino constituents to be able to convey a narrative that is relevant to them, during two weeks between Jan-Feb we analyzed and compared the content published in English and Spanish-language outlets serving Central and South Florida, the two regions with the highest Latino population in the state.

## Specific Goals

- Distinguish unique and overlapping angles, priorities, and themes in Florida's Spanish and English media coverage.
- Look further into narrative development and message deployment across media platforms.
- **Based on these patterns, find and exploit opportunities to craft and contextualize Spanish-first messages to Latinos in Florida.**

## Methodology

- The analysis focused on both digital and print platforms of the main newspapers in these two areas.
- Three of the Spanish media outlets reviewed are sister publications of English-language papers (El Nuevo Herald, El Sentinel Sur de Florida and El Sentinel Orlando).
- El Nuevo Herald shares a newsroom with The Miami Herald, which means exchanges of reporters and resources.



# Methodology

- We monitored media coverage from January 15 through February 5, 2022, focusing on three main sections:
  - Cover Page:
    - Type of news placed
    - Duplication of stories in English & Spanish: Are stories mainly translated from one to the other?
    - Focus of Spanish-language outlets: whether it is US current affairs, local news or events happening in LatAm countries.
      - If LatAm, which countries do they prioritize?
  - Local & State / Politics Page
  - Opinion Section:
    - Main OpEds and Guest Columnists: what are they talking about?
- For sister newspapers, we aimed at identifying whether the Spanish version newsroom is mainly translating content or if it is developing its own Spanish-first stories.

# Some context on the Operational Realities of Spanish-language Media Outlets in the US

THE CITY UNIVERSITY OF NEW YORK  
**CRAIG NEWMARK GRADUATE  
SCHOOL OF JOURNALISM**

THE STATE OF THE LATINO NEWS MEDIA ▾

MAP

BE ON THE MAP

## THE INDUSTRY AT A GLANCE

### LATINO NEWS MEDIA U.S. & PUERTO RICO



TOTAL OUTLETS: 624

**FLORIDA** PROGRESS  
**WATCH** **FLORIDA**

FLORIDA COMMUNICATIONS  
AND RESEARCH HUB

## Some context on the Operational Realities of Spanish-language Media Outlets in the US

- *Many Spanish outlets are owned by non Latino groups.*
- *Most independent media owners are immigrants from Latin America.*
- *They make little or no money from their outlets and in many cases they use their incomes from other businesses or professions to sustain the publications.*
- *Some of these publishers see their outlets as “passion projects”, used to advocate for Latino immigrants because owners are immigrants themselves.*
- *Owners struggle to produce original content - one person has multiple hats.*
- *In the case of Spanish sister publications, they receive less resources than their counterparts*
- *There’s some resentment with mainstream media coverage of Latinos, perceived as negative. “Anglo media only takes us into account when one of us steals, dies or harms someone”*

## Brief Description of Media Outlets Analyzed

Market	Outlets	Description
South Florida	Miami Herald	Print and digital editions, including enewspaper Circulation as of 2020: 73,181 daily / 100,598 Sunday Monthly webpage hits: 7.8 million
	El Nuevo Herald	Printed and digital editions, including enewspaper Circulation as of 2020: 42,069 daily 59,617 Sunday Monthly webpage hits: 2.4 million
	Sun Sentinel	Printed and digital editions, including enewspaper and daily evening edition on weekdays Circulation: 163,728 daily; 228,906 Sunday Monthly webpage hits: 3.9 million
	El Sentinel Sur de la Florida	Weekly printed edition sold at stores and gas stations. Digital edition updated almost daily. Estimated weekly circulation: 80,000 Monthly webpage hits: not available
	Diario las Américas	Printed and digital weekly issue, including enewspaper. Estimated weekly circulation: 45,000 Monthly webpage hits: 500K

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Market	Outlets	Description
Central Florida	El Sentinel Orlando	Weekly printed edition and digital edition updated almost daily. Estimated circulation: 151,000 Daily 258,000 Sunday Monthly webpage hits: not available
	Diario la Prensa	Printed and digital weekly issue, including enewspaper No information on circulation monthly hits available
	Orlando Sentinel	Printed and digital editions, including enewspaper and daily evening edition on weekdays Estimated weekly circulation: 60,000 Monthly webpage hits: 4.7 million

# South Florida Highlights: Miami Herald / El Nuevo Herald

- **Overview:**
  - Only newspapers in SFL with daily English and Spanish editions and 24/7 updates on their digital platforms in both languages.
- **Front page/Home Page:**
  - Both focus on current local, national and international affairs.
  - Almost every issue of El Nuevo Herald has a story from Latin America on the front cover.
    - Predominantly Cuban stories, but Venezuelan and Puerto Rican news get frequent coverage as well.
  - Some stories that make up the Miami Herald's front page are placed inside El Nuevo Herald either the same day or the day after.
  - Digital: El Nuevo Herald identifies stories with tabs by region or country (South Florida, Cuba, Venezuela), while the Miami Herald prioritizes the news beat (Sports, Business, Entertainment).
- **Local /State News:**
  - In both papers this section covers several beats/topics related to local and state affairs, from politics to business to sports and special events.
  - Some of the stories seemed translated from one to the other, although the reporter's byline could be different.
  - There's no clear pattern as to when the story is originally crafted in Spanish for El Nuevo Herald and when it's being replicated from the Miami Herald
- **Opinion page:**
  - Almost daily, El Nuevo Herald includes an editorial or a column related to LatAm affairs, with a particular focus on issues related to Cuba and Venezuela.

# el Nuevo Herald

## Terapia va a quienes menos la necesitan



UNA TRABAJADORA de un centro de tratamiento de antídotos monoclonales contra el COVID-19 en el Hospital de la Universidad de Miami en Miami, el miércoles 10 de febrero de 2022.

Los tratamientos monoclonales han surgido como una promesa de tratamiento para reducir la mortalidad y la hospitalización en pacientes con COVID-19, pero estudios preliminares indican que los pacientes con menos síntomas se benefician más de estos tratamientos, lo que plantea dudas sobre su efectividad en quienes más la necesitan.

## Putin ordena al ejército 'mantener la paz' en el este de Ucrania

SEÑAL ANUNCIA SANCIONES

El presidente de Rusia Vladimir Putin ordenó al ejército "mantener la paz" en el este de Ucrania, según un comunicado emitido por el Kremlin. La orden se dio después de que el ejército ruso se retirara de la zona de conflicto.



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## Gobernador plantea pensión a escuelas públicas de Miami-Dade

### Castigo por uso de mascarillas podría costar \$72 millones



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**¿NO ESTÁ CONFORME CON SU PLAN DE MEDICARE?**

CarePlus Health Plans

Gracias a que CarePlus obtuvo 5 ESTRELLAS, usted podría cambiarse hoy y comenzar a recibir los beneficios que merece.

Hable con un agente de ventas certificado de CarePlus o visite nuestro sitio web. 1-866-638-8339 (TTY: 711) CarePlusMedicare.com

Sea de la Florida, CarePlus es un plan HMO con un contrato de Medicare. La afiliación en CarePlus depende de la residencia del contratante. Cada año, Medicare revisa los planes en base a un sistema de calificación de 5 estrellas.

Para aprender más sobre Medicare, llame al 1-800-4MEDICARE.

# Miami Herald



## MAGICAL CRITTERS IN THE SKY

Local kids fly kites in the air during the 2022 Miami Festival of the Sea, 1000 Collins Ave., on Monday.

## COVID therapy goes to those who need it less: 'Healthiest people got monoclonal antibodies'

While studies of new antiviral drugs suggest that COVID-19 patients who are healthy and have mild symptoms benefit most from monoclonal antibody treatments, a new study suggests that the healthiest people are the ones who get the treatment first.

## Physician was a relentless advocate for Haitians and a global health pioneer

Dr. Paul Farmer, who worked in Haiti, Rwanda and elsewhere around the world, has died at 78. He was a pioneer in global health and a relentless advocate for the world's poorest people.

## War fears grow as Putin orders troops to eastern Ukraine

Western leaders have grown more concerned about the possibility of a full-scale invasion of Ukraine by Russia after Vladimir Putin ordered troops to the eastern part of the country.

## DeSantis targets shelters housing migrant children

Florida Governor Ron DeSantis has announced that he will target shelters housing migrant children for closure, claiming they are a threat to public health.

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City	Area	Population	Area	Population
Miami	City	362,426	Fort Lauderdale	182,437
West Palm Beach	City	117,907	Delray Beach	35,507
Boca Raton	City	71,411	Fort Myers	87,838
Jacksonville	City	91,754	Orlando	283,538
Tallahassee	City	48,853	Daytona Beach	65,325

**Taste of Paradise**

FOOD & WINE FESTIVAL

MARCH 2ND - 12TH

A Culinary Celebration Featuring Cooking Classes, Food & Wine Tastings, Master Chef Demos and More

TASTEDINARADEATLANTIS.COM

ATLANTIS



Same day, sister papers



# South Florida Highlights: Sun Sentinel / El Sentinel Sur de la Florida

- **Overview**

- In terms of coverage focus, it mirrors that of the Miami Herald / El Nuevo Herald: the English version focusing on current local, national and international affairs and the Spanish version focusing more on Latin America.
- Given that El Sentinel Sur de la Florida is only publishing a weekly printed version, it's hard to do an apples-to-apples comparison with the English edition. It's also a short version; sometimes only 8-12 pages long covering hard and soft news.

- **Highlights of [sunsentinel.com/espanol](https://www.sun-sentinel.com/espanol)**

- **Home page:** Many syndicated stories from AP and other sources; some are translated from the English version. Stories with most views remain for months on the home page for easy access.
- The top of the page has four tabs with the main topics covered in the newspaper these days: coronavirus, sports, entertainment and news – this last one referring to all current local, national and international affairs.
- Coverage is mostly local, with some focus on Latin America, including Puerto Rico.
- **Opinion Page:** There's no clear Opinion section in the Spanish edition. Columns and OpEds are published as part of the general newspaper.
  - We found several OpEd's published in Spanish and English and also in Orlando and South Florida.



# South Florida Highlights: Diario las Américas

- **Overview**

- Right-leaning weekly newspaper that is part of a bigger media company that focuses on stories from all over Latin America.
  - It has a digital page that is updated daily.
- Audience: most readers are of Cuban, Nicaraguan, Venezuelan and Colombian origin.
- Diario Las Américas maintains subscribers in other regions of Florida and the US but focuses its coverage on Latin American affairs, with particular emphasis on Cuban affairs.

# Central Florida Highlights: Orlando Sentinel / El Sentinel Orlando

- **Overview:** Similar to its counterparts in South Florida, the printed edition of El Sentinel Orlando publishes weekly.
- **Highlights of [orlandosentinel.com/espanol](https://orlandosentinel.com/espanol)**
  - El Sentinel Orlando publishes stories more frequently than El Sentinel Sur de Florida
  - Featured sections are similar to those of El Sentinel (news, sports, entertainment and coronavirus) plus there's a hurricane tab, and the entertainment section is combined with information on the city's theme parks.
  - Also similar to El Sun Sentinel, stories with the most views are left visible on the homepage for months.
  - Many stories related to Puerto Rican affairs both in Central Florida and on the island.
- **Opinion page:** similar to El Sentinel Sur de Florida, there's no clear opinion page, but rather OpEds are published as part of the regular news section.
- **Diario La Prensa**
  - Diario La Prensa used to have a balanced perspective, but after being acquired by a Cuban family it has become a megaphone of right-wing radicals. Coverage has been extremely negative towards policies protecting immigrants. In recent days, community-based partners joined efforts to call them out for misleading headlines.

## Topics Comparison - English vs. Spanish - South Florida

English



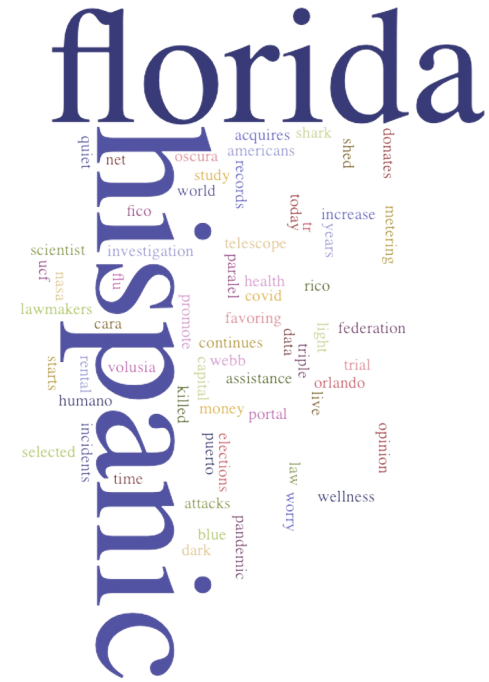
# Spanish



# English



# Spanish



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## Opportunities for Us

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- **Spanish- First content:** Whether in South or Central Florida, Spanish-language media outlets are lacking staff and resources, which means it is more difficult to create Spanish-first content, cover in person/virtual events. This is an opportunity for us to coordinate collaborations and provide content.
- **Message discipline:** We see that the right wing addresses issues from several fronts and aren't being as disciplined as they are in English-language platforms. It is an opportunity to set our narrative with Spanish speaking constituents. Given that there are less Spanish outlets, that should also help in our narrative picking up traction more easily.
- **Reach out to smaller outlets, alternative format outlets and spaces:** Support local, community-run and coop stations and other formats (podcasts like Radio Ambulante, Quién dijo miedo, We Are Más) that provide critical voices and are more open to more targeted content.

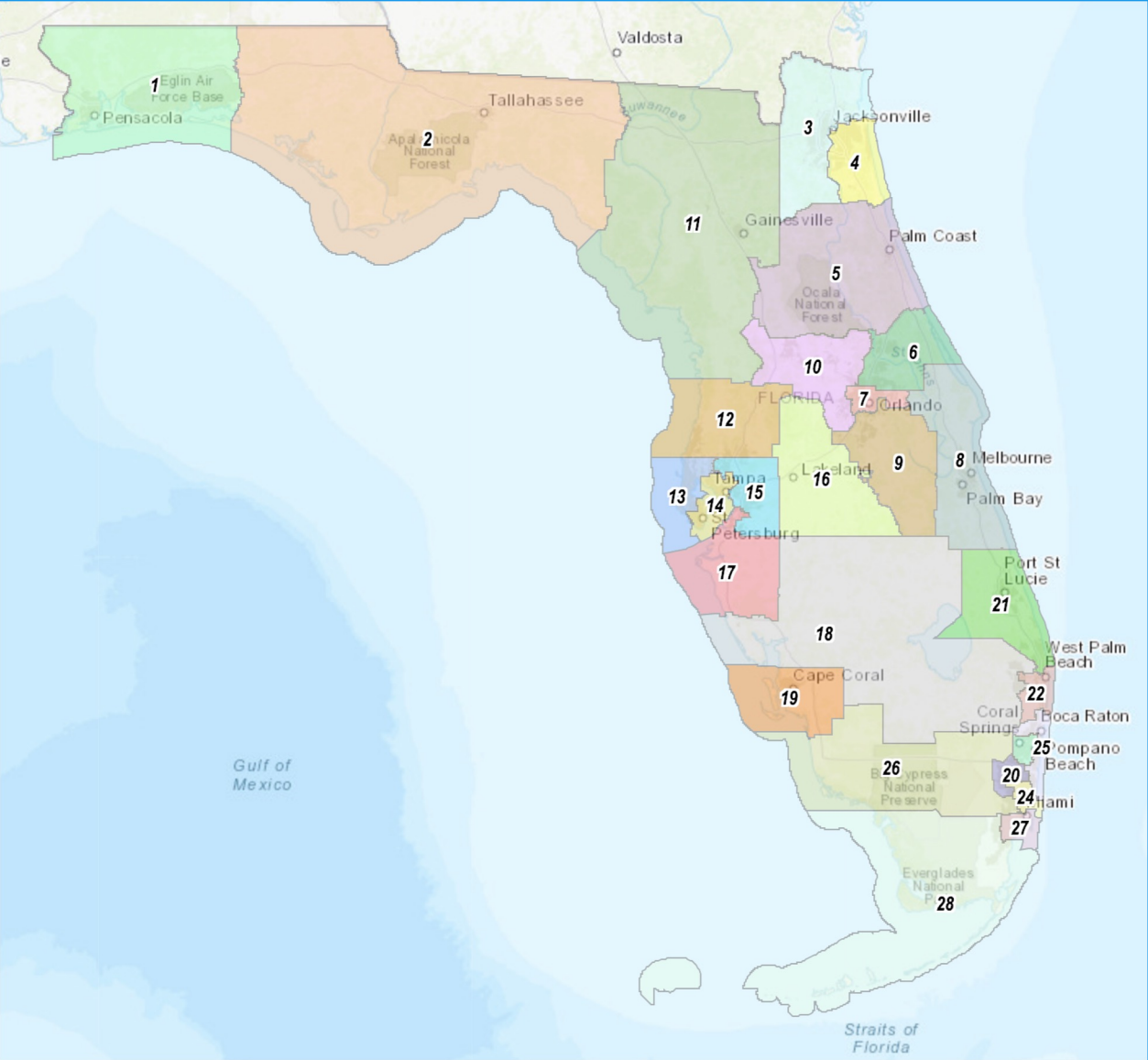
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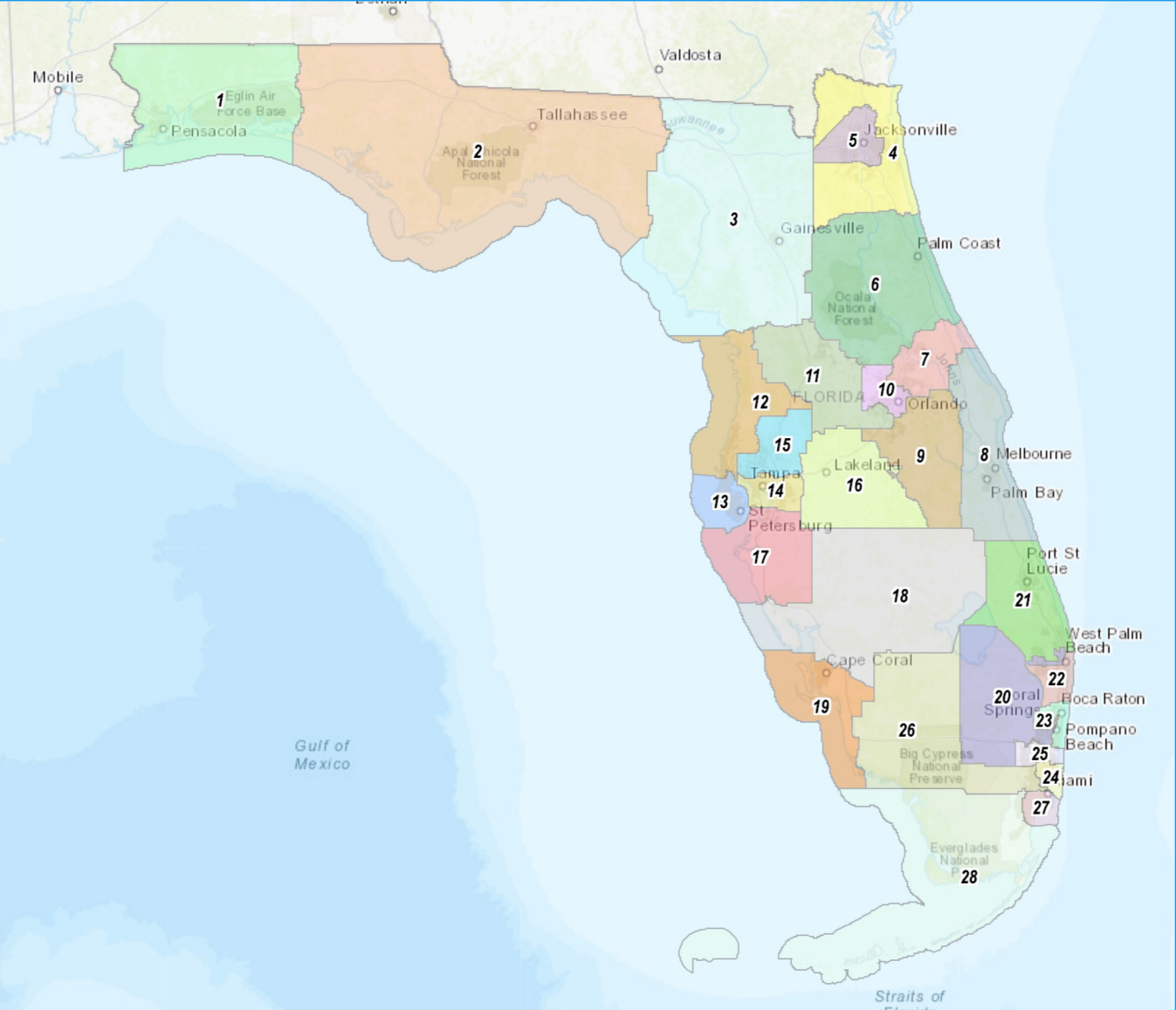
# DeSantis' Map



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# Legislature's Passed Map



#FAIRMAPS #FLORIDAREDISTRICTING





# Important to Know

01

**DeSantis' rejection of the Florida Legislature drawn political maps is a direct attack on Black representation in our democracy.**

02

**DeSantis' attack on Black representation is driven by his ambition to be President.**

03

**The Florida Legislature must stand up to DeSantis' bullying, uphold the voter approved Fair Districts Amendments in our state constitution, and reject political games and partisanship in drawing Florida's new congressional districts.**

# 3 Weeks of Action

**EG  
EQUAL  
GROUND  
ACTION FUND**

## **WE DRAW THE LINES**

**DESANTIS VETOES  
NEW FLORIDA  
CONGRESSIONAL MAP  
AND CALLS FOR  
SPECIAL SESSION**

SOURCE: CNN POLITICS

**TEXT  
FAIRDISTRICTS  
TO 5286**

# 3 Weeks of Action!

## 1. Contact your legislators

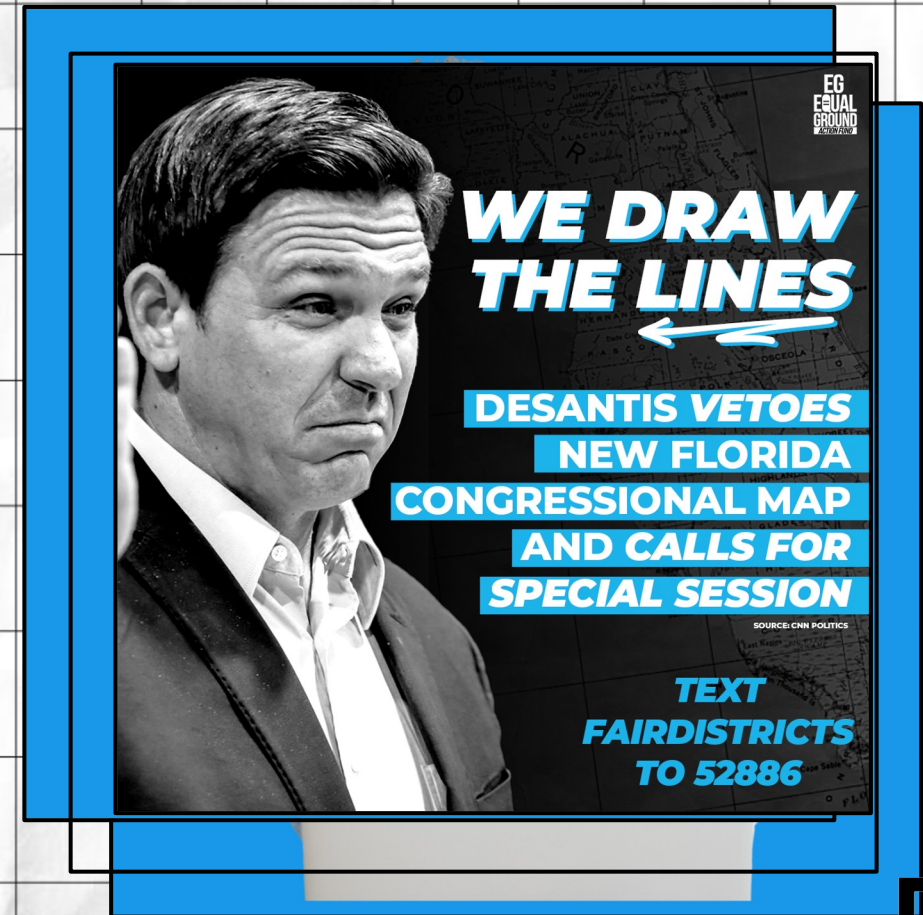
Text "FAIRDISTRICTS" to 52886 to email and tweet your elected officials

## 2. Contact Impacted Residents

Sign-Up for a virtual phonebank or text bank to let residents know what's at stake

## 3. Get on the Bus

- Join us in Tallahassee on Tuesday, April 19th for a rally from 10am-12pm and share your story during committee hearings immediately following
- Special session will take place in Tallahassee April 19-22, 2022





# Toolkit

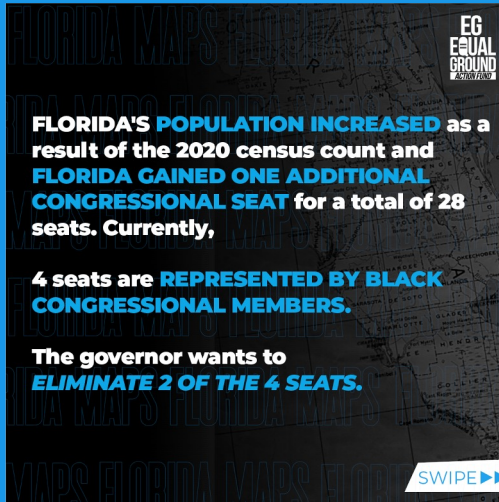


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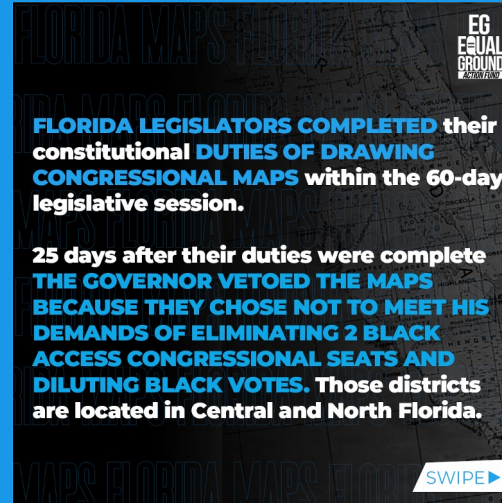
**FLORIDA'S POPULATION INCREASED** as a result of the 2020 census count and **FLORIDA GAINED ONE ADDITIONAL CONGRESSIONAL SEAT** for a total of 28 seats. Currently,

**4 seats are REPRESENTED BY BLACK CONGRESSIONAL MEMBERS.**

**The governor wants to ELIMINATE 2 OF THE 4 SEATS.**

EG EQUAL GROUND

SWIPE ►►

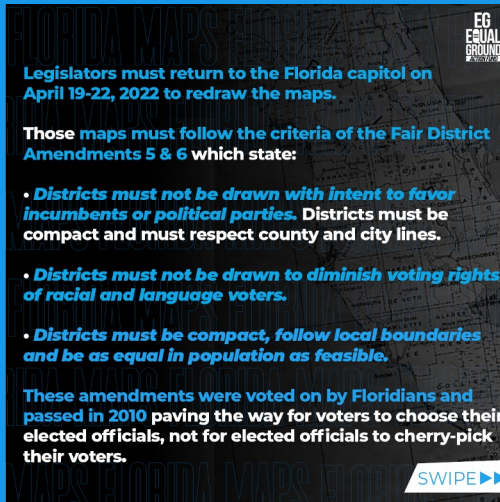


**FLORIDA LEGISLATORS COMPLETED** their constitutional **DUTIES OF DRAWING CONGRESSIONAL MAPS** within the 60-day legislative session.

**25 days after their duties were complete THE GOVERNOR VETOED THE MAPS BECAUSE THEY CHOSE NOT TO MEET HIS DEMANDS OF ELIMINATING 2 BLACK ACCESS CONGRESSIONAL SEATS AND DILUTING BLACK VOTES.** Those districts are located in Central and North Florida.

EG EQUAL GROUND

SWIPE ►►



Legislators must return to the Florida capitol on April 19-22, 2022 to redraw the maps.

Those maps must follow the criteria of the Fair District Amendments 5 & 6 which state:

- **Districts must not be drawn with intent to favor incumbents or political parties.** Districts must be compact and must respect county and city lines.
- **Districts must not be drawn to diminish voting rights of racial and language voters.**
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These amendments were voted on by Floridians and passed in 2010 paving the way for voters to choose their elected officials, not for elected officials to cherry-pick their voters.

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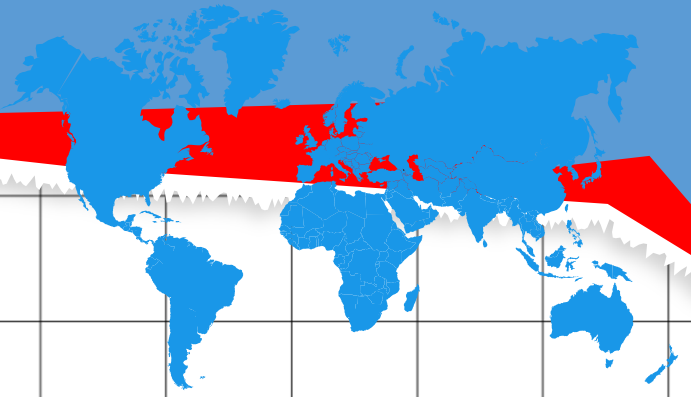


**YOU CAN PROTECT BLACK FLORIDIANS BY:**

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Additional questions contact Jasmine  
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**REDISTRICTING**

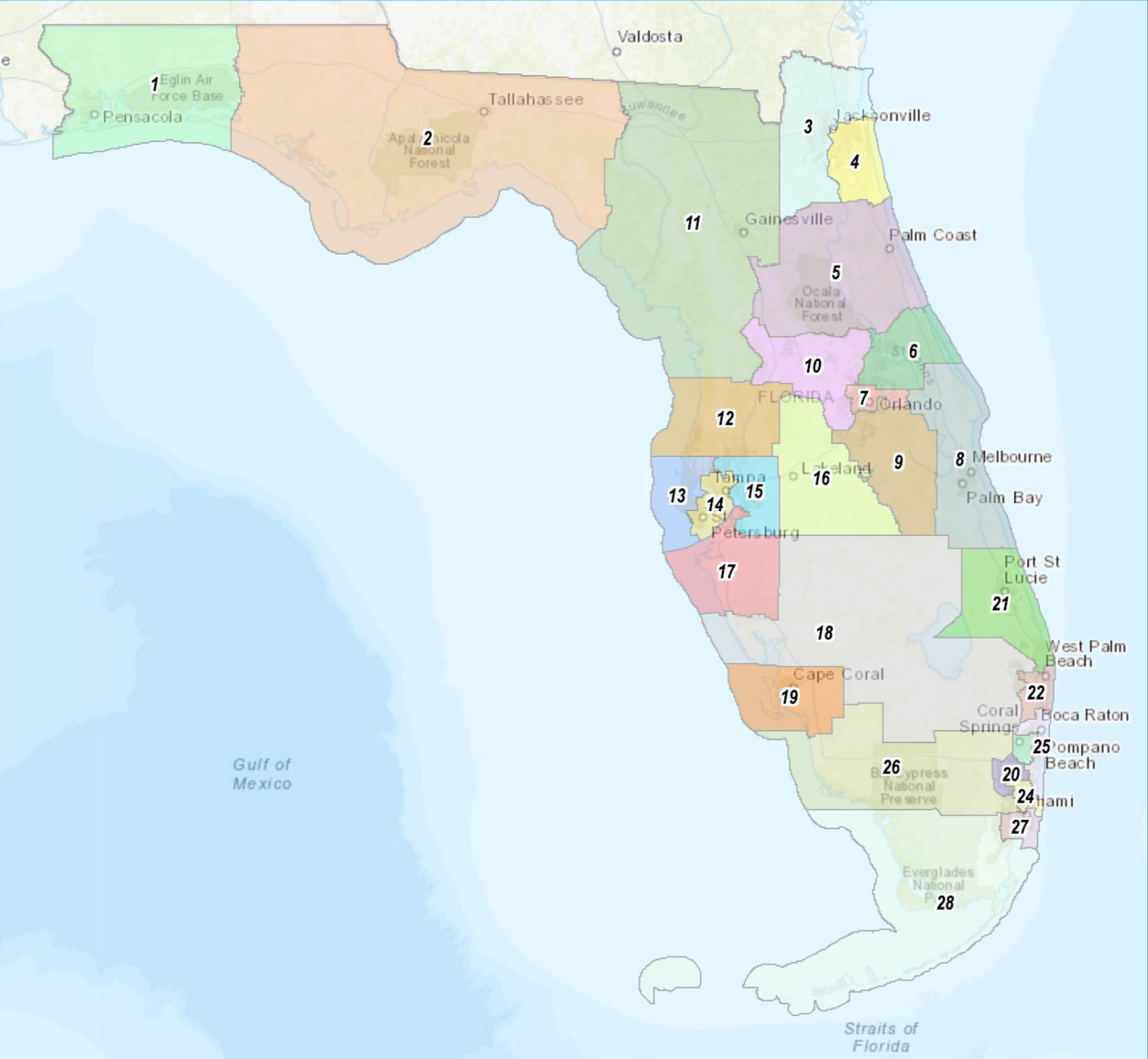
**THE PROBLEM**

**THE FIGHT**

**THE SOLUTION**

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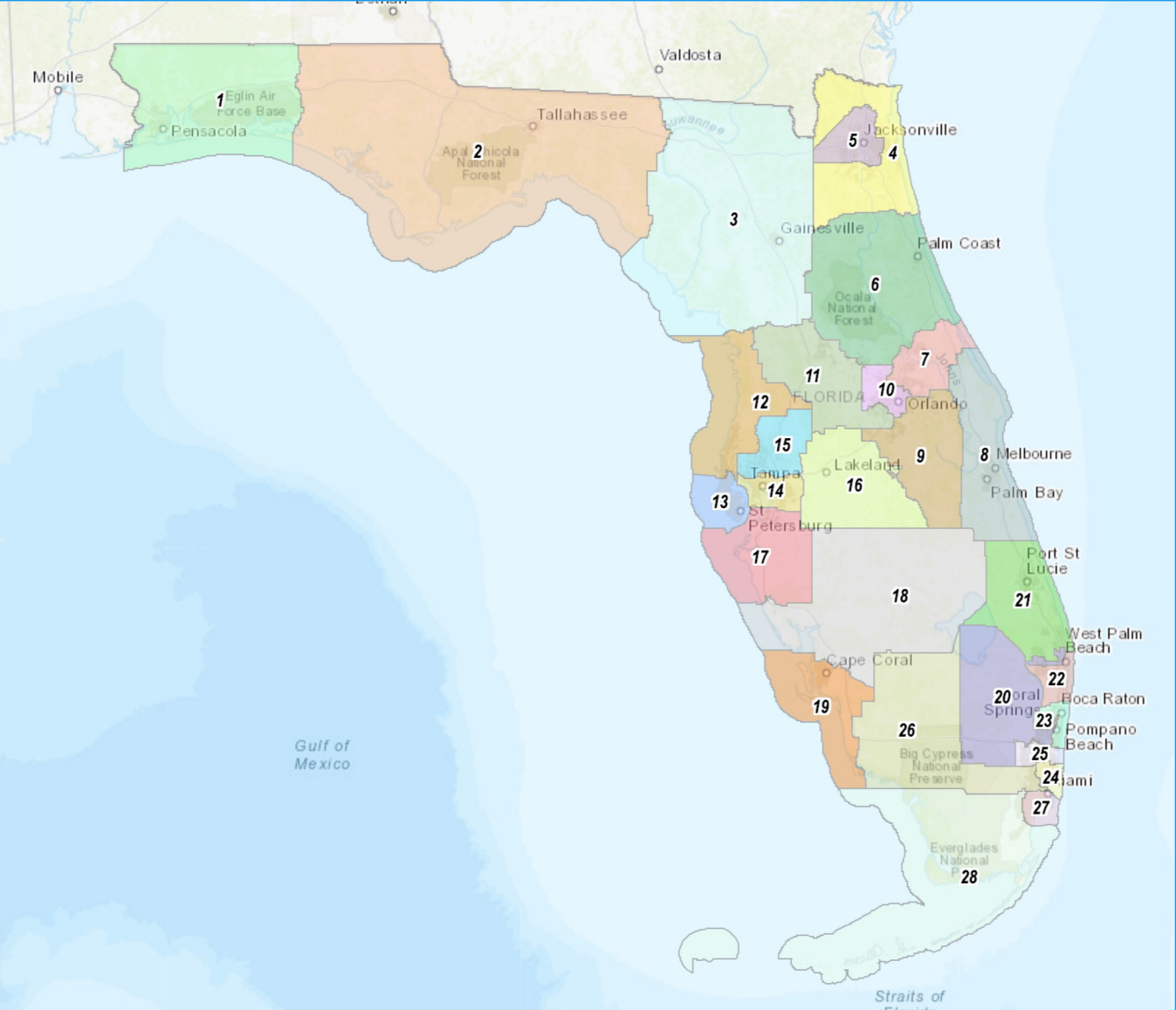
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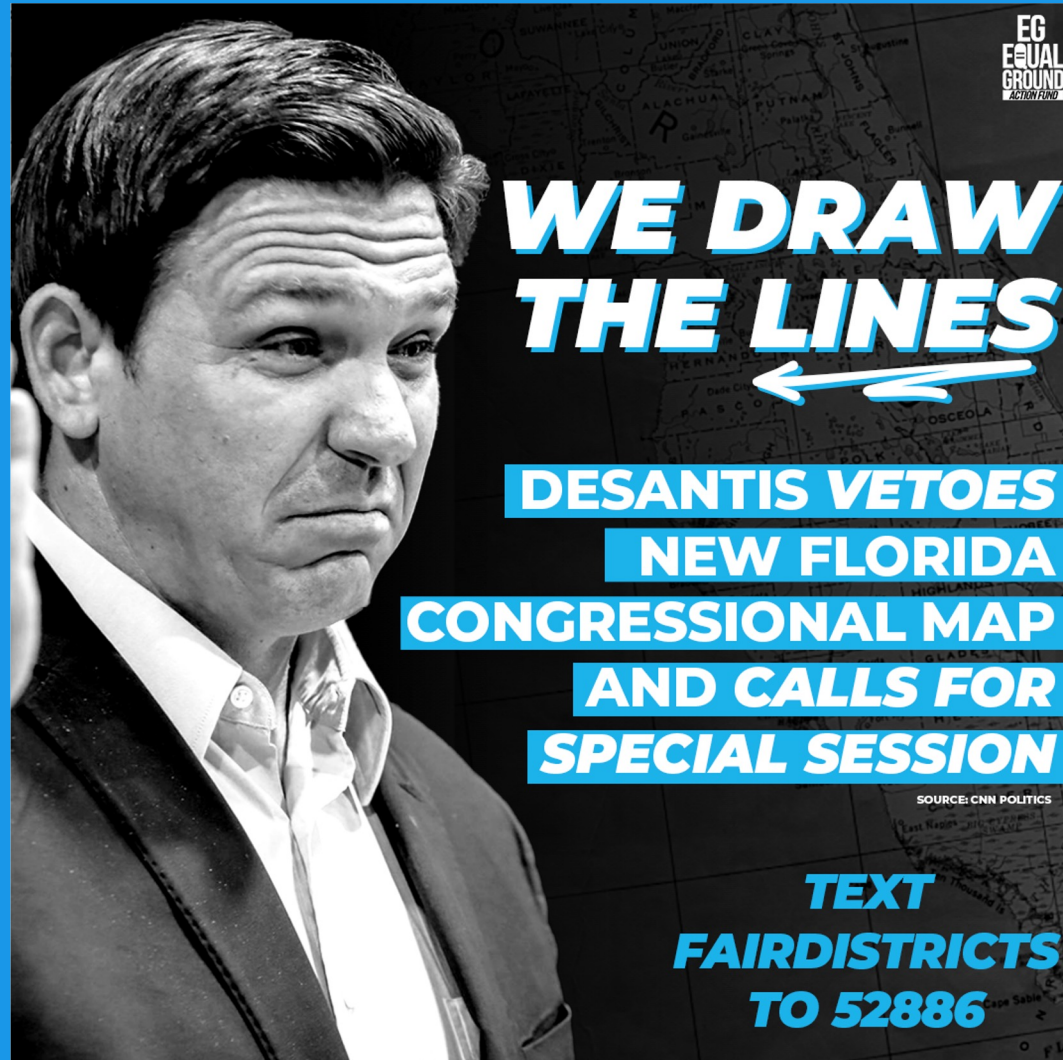
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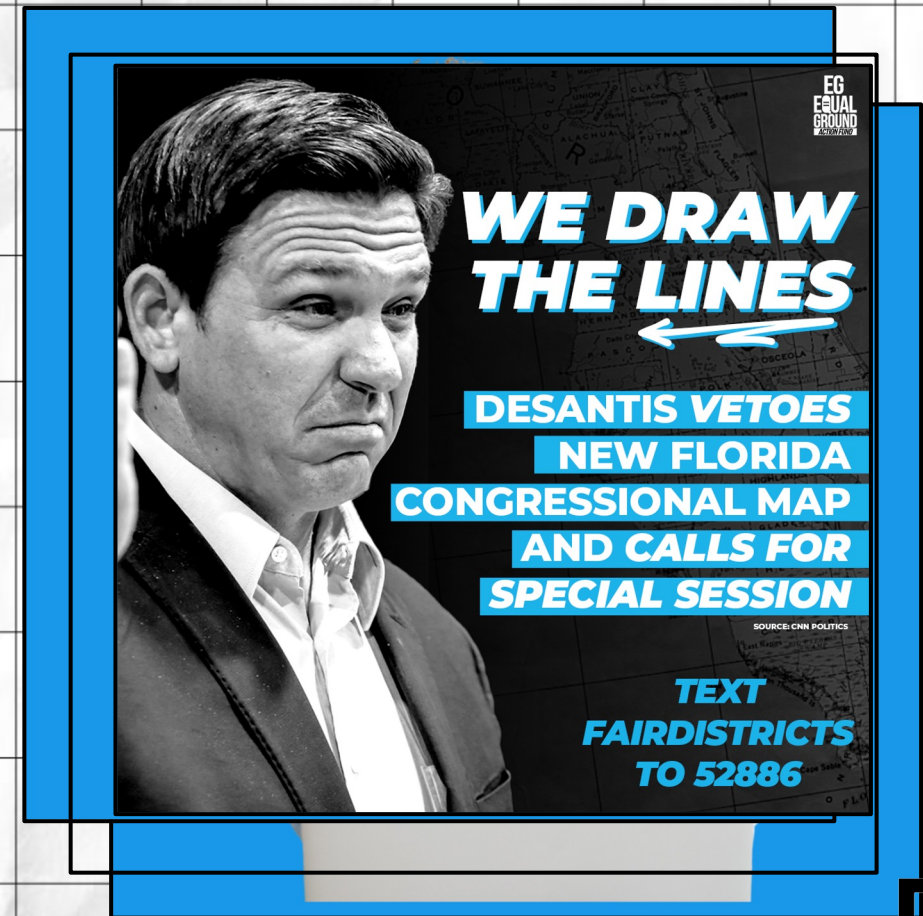
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# Toolkit

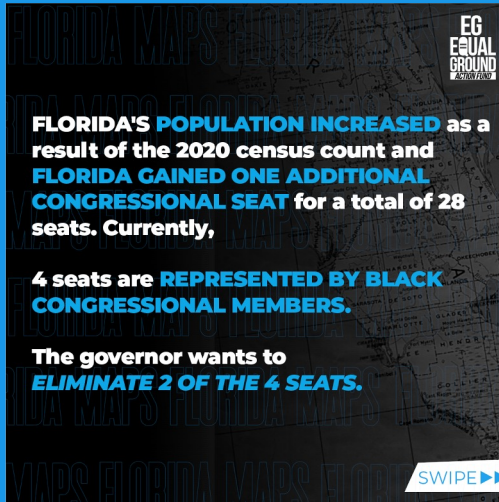


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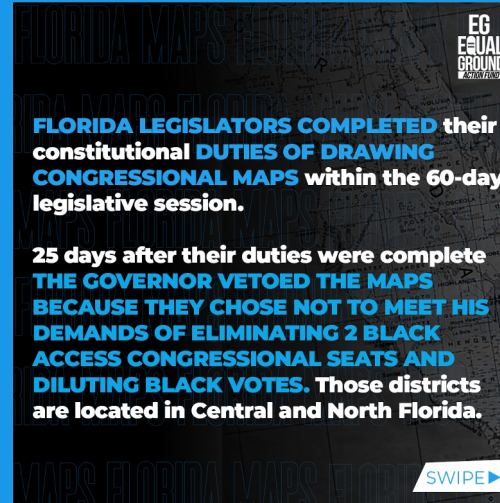
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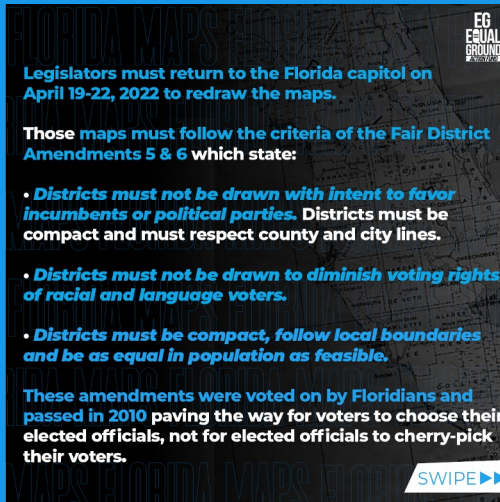


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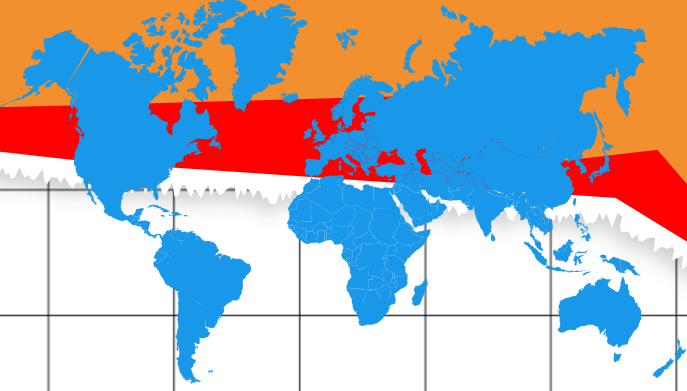


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## **2022 Corporate Greed Report**

*We Have The Receipts. We Demand a Refund.*

*Launch Date: April 18, Tax Day*

# Summary

The DeSantis Legislature ignored skyrocketing rents, property insurance rates, and utility increases— costing us billions, for the benefit of their corporate donors and future political ambitions.

The DeSantis Legislature's wasteful spending on corporate tax giveaways and profits cost us our prosperity. Our state dollars should be invested in housing, mass transit, and healthcare. Not corporate donors and personal political ambitions.

# Report

We analyzed thousands of corporate campaign contributions to Governor DeSantis and Republican political committees and leadership towards the 2022 elections. We assessed legislation passed for the benefit of those same corporate donors. The 2022 Corporate Greed Report connects the dots.

## **Specifically:**

- Corporate Tax Giveaway
- State Spending
- Housing
- Healthcare
- Energy and Environment
- Public Safety
- Local Power
- Direct Democracy



# Report

We include dozens of corporate and wealthy donors, including Big Sugar producers Florida Crystals and U.S. Sugar; electric utility Florida Power & Light; for-profit hospital chain HCA Healthcare; theme-park owner Walt Disney World; health insurer Florida Blue, private-prison operator Geo Group, big-box retailers and low-wage employer Wal-Mart, and big developers like The Vestcor Companies all benefit, while Florida consumers lose.

# Why Tax Day Release?

Tax Day is an opportunity for us to call on corporations to [pay the taxes they owe](#) and hold accountable beholden to them.

We're asking you to join us in sharing the report! We will send a social media toolkit with our website launch.

# Social Media Toolkit Coming Your Way!

## Examples from Social Media Toolkit:

- We pay what we owe— why shouldn't corporate donors to the DeSantis Legislature do the same? #TaxDay #StopCorporateGreedFL
- The DeSantis Legislature is bought out by corporations. We have the receipts, and we demand a refund. #TaxDay #StopCorporateGreedFL
- People's needs over corporate greed! #TaxDay #StopCorporateGreedFL
- DeSantis gets private jets, you get higher rents. #TaxDay #StopCorporateGreedFL

# This is a **\*WINNING\*** Issue

- We defeated the biggest corporations in the world trying to permanently cut the state's corporate income tax – would have handed out billions of dollars for the top 1 percent of Florida businesses at the expense of funding for everything from preschool to public transit.
- Despite the Governor's own opposition to the minimum wage increase amendment, the state budget raised the minimum wage for all state employees to \$15 an hour, a massive victory workers have been organizing towards for years.
- Everyday Floridians stopped the DeSantis Legislature from passing corporate-backed laws that would have
  - slashed wages for government contractors
  - Allowed predatory phony insurance companies and landlords to exploit renters who can't afford security deposits
  - Permit apartment developers to convert tens of thousands of affordable housing units into high-priced luxury condominiums.

# Join Us this Tax Day!

Floridians deserve a government who cares for all of us.

Stay tuned for report release, toolkit and next steps!



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# Summary

The DeSantis Legislature ignored skyrocketing rents, property insurance rates, and utility increases— costing us billions, for the benefit of their corporate donors and future political ambitions.

The DeSantis Legislature's wasteful spending on corporate tax giveaways and profits cost us our prosperity. Our state dollars should be invested in housing, mass transit, and healthcare. Not corporate donors and personal political ambitions.

# Report

We analyzed thousands of corporate campaign contributions to Governor DeSantis and Republican political committees and leadership towards the 2022 elections. We assessed legislation passed for the benefit of those same corporate donors. The 2022 Corporate Greed Report connects the dots.

## **Specifically:**

- Corporate Tax Giveaway
- State Spending
- Housing
- Healthcare
- Energy and Environment
- Public Safety
- Local Power
- Direct Democracy



# Report

We include dozens of corporate and wealthy donors, including Big Sugar producers Florida Crystals and U.S. Sugar; electric utility Florida Power & Light; for-profit hospital chain HCA Healthcare; theme-park owner Walt Disney World; health insurer Florida Blue, private-prison operator Geo Group, big-box retailers and low-wage employer Wal-Mart, and big developers like The Vestcor Companies all benefit, while Florida consumers lose.

# Why Tax Day Release?

Tax Day is an opportunity for us to call on corporations to [pay the taxes they owe](#) and hold accountable beholden to them.

We're asking you to join us in sharing the report! We will send a social media toolkit with our website launch.

# Social Media Toolkit Coming Your Way!

## Examples from Social Media Toolkit:

- We pay what we owe— why shouldn't corporate donors to the DeSantis Legislature do the same? #TaxDay #StopCorporateGreedFL
- The DeSantis Legislature is bought out by corporations. We have the receipts, and we demand a refund. #TaxDay #StopCorporateGreedFL
- People's needs over corporate greed! #TaxDay #StopCorporateGreedFL
- DeSantis gets private jets, you get higher rents. #TaxDay #StopCorporateGreedFL

# This is a **\*WINNING\*** Issue

- We defeated the biggest corporations in the world trying to permanently cut the state's corporate income tax – would have handed out billions of dollars for the top 1 percent of Florida businesses at the expense of funding for everything from preschool to public transit.
- Despite the Governor's own opposition to the minimum wage increase amendment, the state budget raised the minimum wage for all state employees to \$15 an hour, a massive victory workers have been organizing towards for years.
- Everyday Floridians stopped the DeSantis Legislature from passing corporate-backed laws that would have
  - slashed wages for government contractors
  - Allowed predatory phony insurance companies and landlords to exploit renters who can't afford security deposits
  - Permit apartment developers to convert tens of thousands of affordable housing units into high-priced luxury condominiums.

# Join Us this Tax Day!

Floridians deserve a government who cares for all of us.

Stay tuned for report release, toolkit and next steps!

# Comms Corner: Special Session Congressional Redistricting

## Messaging

- **Attack:** Governor Ron DeSantis' rejection of the Florida Legislature's maps is a direct attack on Black representation in our democracy. Under the Governor's plan, the number of Black held seats in Florida would be slashed in half. This cannot happen. We must stand up for our Black communities who deserve to have their voices heard on issues that will directly affect them.

## Messaging

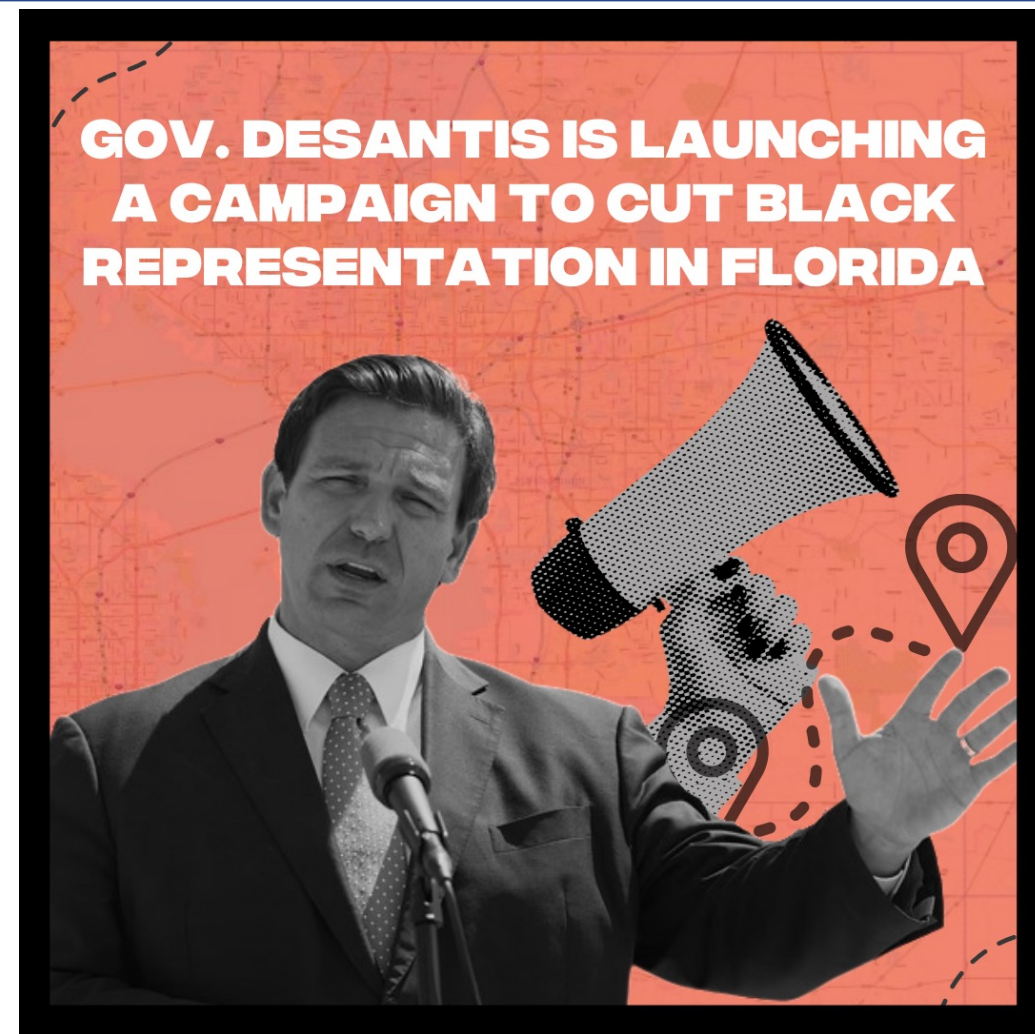
- **Ambition:** Governor Ron DeSantis' attack on Black representation is driven by his ambition to be president. The Governor's plan is a transparent attempt to gain favor with the national party bosses who want to gerrymander our state to favor Republicans. Governor DeSantis is doing their bidding in order to further his own political position as he plays to the far-right base and the people who can help him win a national primary instead of doing what is best for the people he was elected to serve.



## Messaging

•**Bullying:** The Florida Legislature must stand up to Governor Ron DeSantis' bullying, uphold the voter-approved Fair Districts Amendments in our state constitution, and reject political games and partisanship in drawing Florida's new Congressional districts. Floridians are facing a housing crisis with rents going through the roof and skyrocketing property insurance rates, but instead of trying to solve the real issues facing our state, the Governor wants to force the Legislature to pass his unconstitutional Congressional map. The Governor should be focused on helping people in need, not diminishing the voices of our communities.

## Graphics



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AND RESEARCH HUB