

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Water Conservation for Non English-speaking Customers through New Media

Presented
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assisted by

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www.greenmediacreations.com

Demographics

Languages

- Think of the languages in your area

Southern California Sample

- According to data from the 2000 U.S Census

60.5% only English

39.5% speak another language (*either instead of, or in addition to English*).

25.8% Spanish and Spanish Creole.

2.6 % Chinese

2.0% Tagalog

1.3% Vietnamese

0.9% Korean

0.5% Armenian, Japanese, German, and Persian

Know the Languages in Your Service Area

Languages

- Prioritize languages to limit your work
- Spanish?
- Chinese?

Dialects

- Which Spanish?
- Mexican? Central American? South American?
- Which Chinese?
- Mandarin? Cantonese?

Know Cultures Associated With Languages

Customs

- Government-friendly
- Western/Eastern differences – Korean store owner sample (eye contact)

Habit

- Church or Temple on certain days?
- Soccer at nights?

Perspective

- Fear of Government Agencies
- No documentation

Devise a Plan

Residents

- How? Where?

Professionals

- Organizations?

Business Owners

- Ethnic?

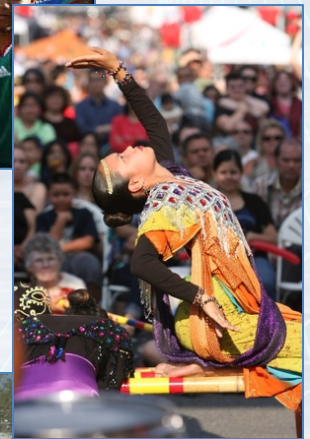
Where Does Group Congregate?

Conventional

- Groups
- Associations
- Places of Worship

Non Conventional

- Swap Meets
- Soccer Fields
- Lottery Stores
- Ethnic Markets



Marketing and Outreach

Traditional *(Paper and Analog)*

- Letters
- Flyers
- Brochures
- Newsletters
- Television
- Radio
- Ads
- Newspapers



New Media

What is it?

“On demand access to content, anytime, anywhere, on any digital device.” – Wikipedia

Methods

- Digital
- Compressed data
- Interactive
- Manipulated





Keep in touch with friends, post photos, links and announcements

- World – 1.3 billion, USA/Canada – 152 million active users





Twitter

Post a message under 140 characters

- 255 million monthly active users

WaterWise Consulting
@WaterWise_Inc

WaterWiseUSA is no longer a valid Twitter account. Follow WaterWise Consulting on this account.

Glendora, CA
waterwise-consulting.com

7 Photos and videos

Tweets Tweets and replies

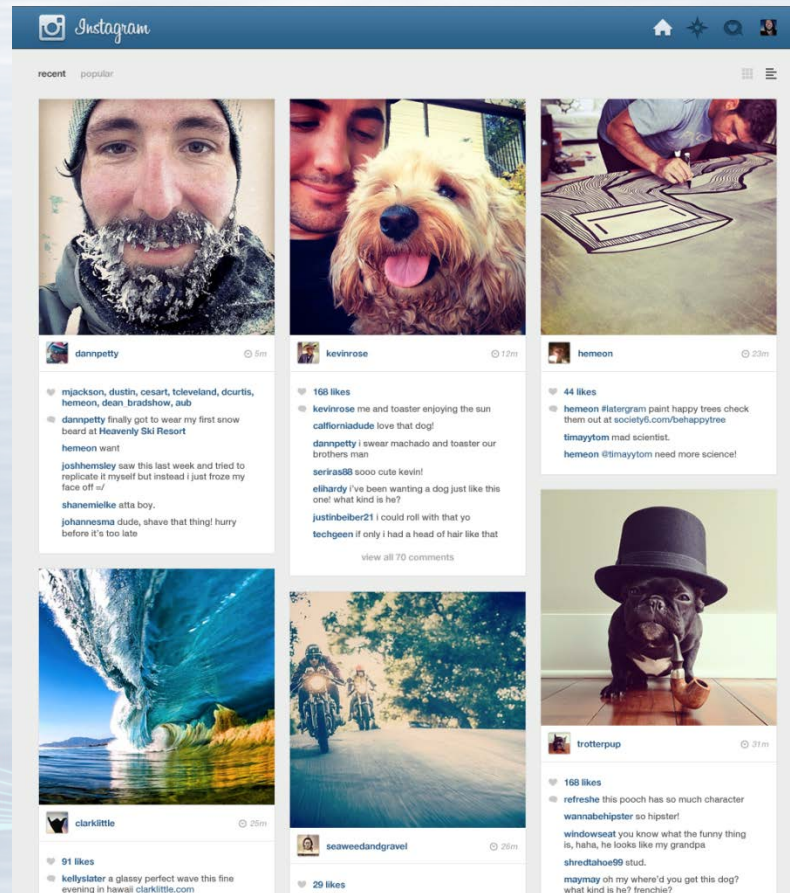
- WaterWise Consulting** @WaterWise_Inc · Aug 18
ow.ly/ArGkh There are also other alternatives than just wasting water
- WaterWise Consulting** @WaterWise_Inc · Aug 18
ow.ly/ArGde We know its for a good cause, donations are also accepted
- WaterWise Consulting** @WaterWise_Inc · Aug 18
ow.ly/ArG7g For all you ALS Ice bucket participants
- WaterWise Consulting** @WaterWise_Inc · Aug 6
ow.ly/A1By3 Los Angeles County seems to be in full effect!
- WaterWise Consulting** @WaterWise_Inc · Aug 6
ow.ly/A1Boz Has your City taken action?
- WaterWise Consulting** @WaterWise_Inc · Aug 6
ow.ly/A1Bjf Coming to a City near you!
- WaterWise Consulting** @WaterWise_Inc · Jul 28
Call WaterWise Consulting for a water use survey. We check for leaks and give you recommendations on how to [#conserve](#) [#water](#).



Instagram

Post photos from mobile devices immediately

- 200 million users



Content is King!

So, Where to Turn?

Resources

- Use existing video content
- YouTube - Vimeo
- Form a co-op with other agencies and share content and cost
- Use Students or Interns for translation services
- Organizations/Associations
- Online research
 - Newspapers
 - Periodicals
 - Blogs



Communication without Words

Ideas

- Can you think of ways to convey a message without using language?
- What if you used symbols?
- What about photos?
- What about video content?



Symbols



Photo



Photo

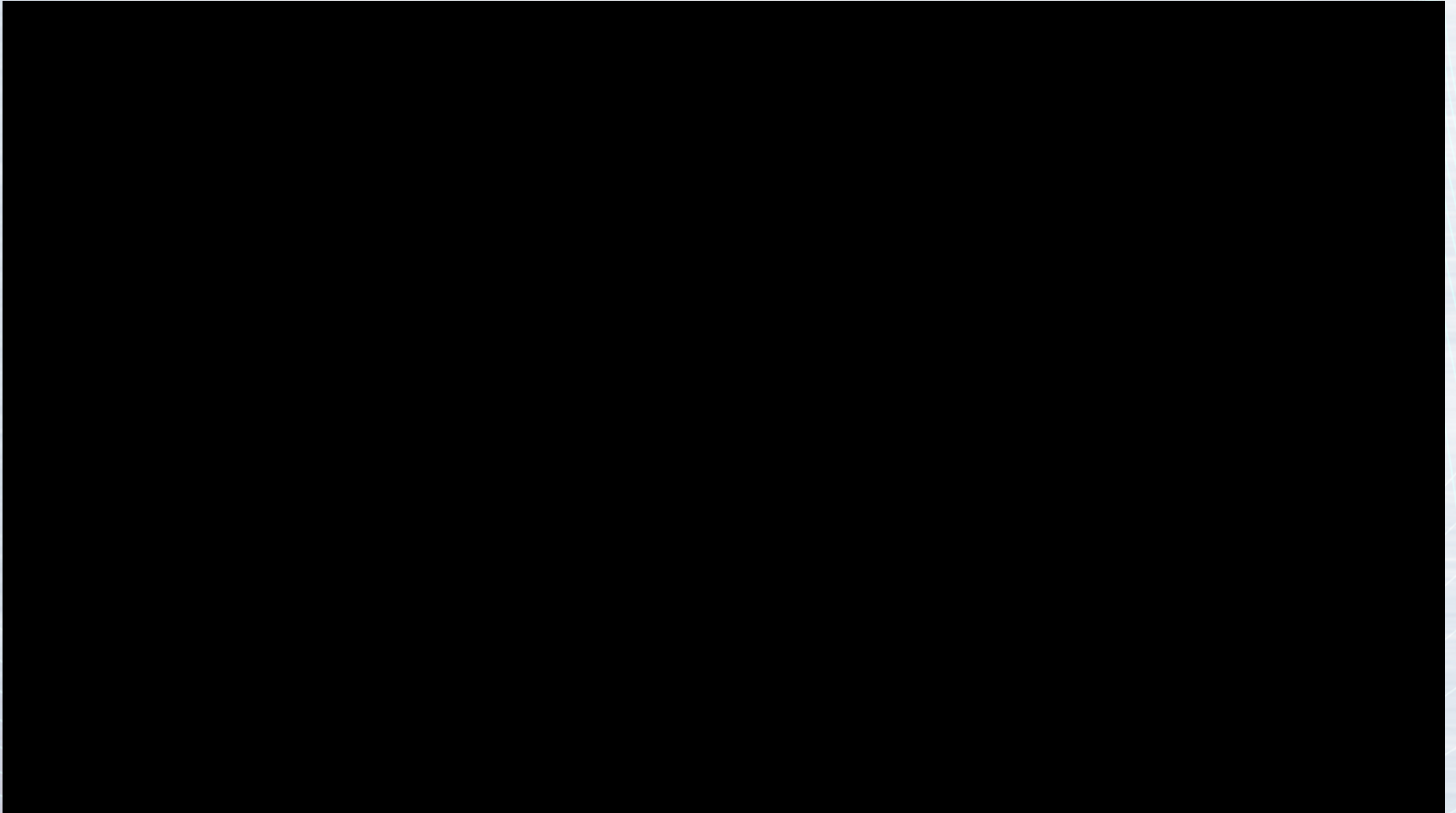


Lake Oroville - July 20, 2011



Lake Oroville - January 16, 2014

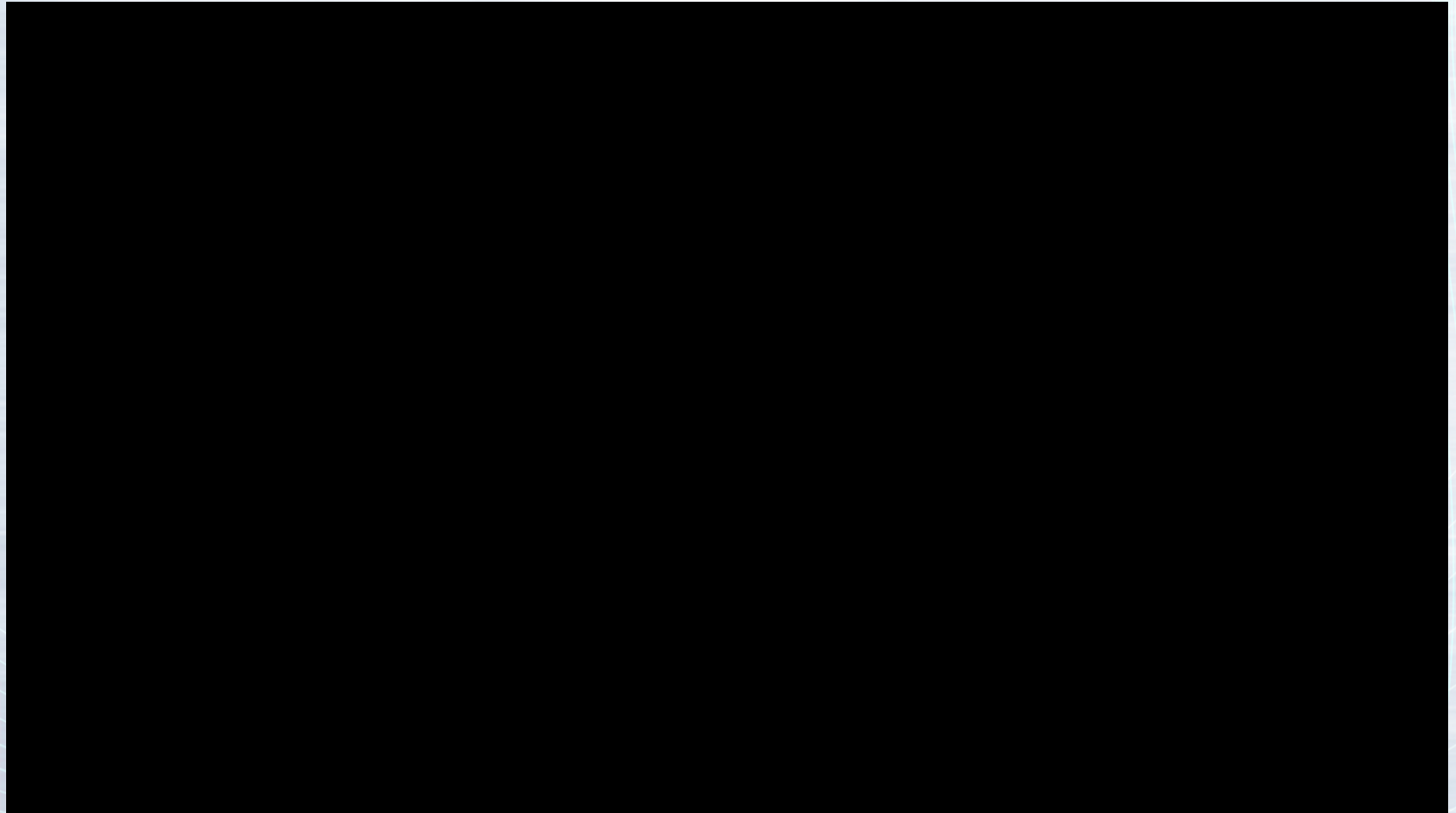
Motion Graphics Video



<https://www.youtube.com/watch?v=C-S4WRMUqsY>

Video Samples

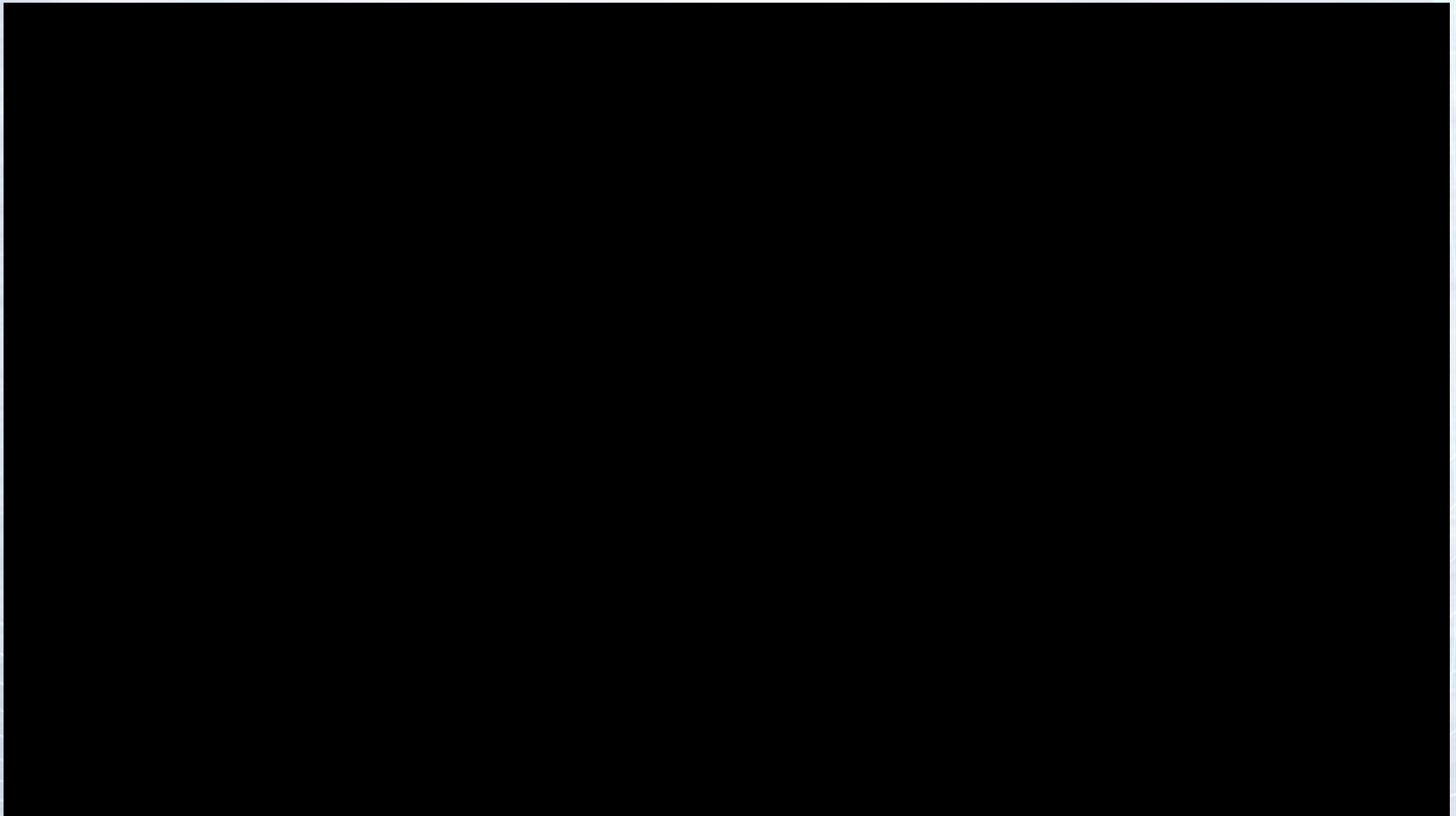
English – Spanish - Chinese



<https://www.youtube.com/watch?v=s82W174isjo>

Video Sample – Spanish

How to Read Your Water Meter



<https://www.youtube.com/watch?v=uk7GgKZdWnM>

Sample Website – Spanish

Pregúntale a Juanito

The screenshot shows a website with a green background. At the top left, there is a wooden sign that says "PREGÚNTALE A JUANITO". To the right of the sign is a logo for "REGRESE A greenmedia CREATIONS". In the top right corner, there is a photo of a man wearing a blue shirt and a white hat, with his arms outstretched. Below the photo is a navigation menu with the following items: Inicio, Biografía, Consejos de Jardinería, Galería, Videos, Preguntas y Respuestas, and Contacto. The main content area features a video player with a play button in the center. The video title is "El Video de la Bienvenida a Pregúntale a Juanito". The video shows the same man from the top right photo. Below the video player, there is a text box with the email address "juanito@greenmediacreations.com". To the left of the video player is a decorative border of flowers, and to the right is a shovel with a pile of soil. Below the video player, there is a text box with the text "Hola amigos," and "Bienvenidos a mi página de la red. En esta página van a descubrir muchas cosas especiales."

REGRESE A
greenmedia
CREATIONS

PREGÚNTALE A
JUANITO

Inicio Biografía Consejos de Jardinería Galería Videos Preguntas y Respuestas Contacto

El Video de la Bienvenida a Pregúntale a Juanito

juanito@greenmediacreations.com

Hola amigos,
Bienvenidos a mi página de la red. En esta página van a descubrir muchas cosas especiales.

SÍGANME EN TWITTER

You are in Control



Prioritize

- How big is your non-English speaking population?
- How many groups do you have?
- What is your budget?
- Set a goal!
- Don't be discouraged
- Network

Questions?



Thank you!



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