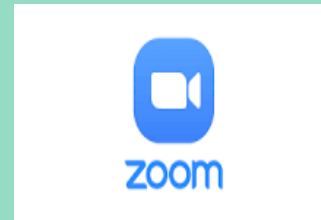


NDLON's Response under Covid-19 Pandemic



SOLO EL PUEBLO SALVA AL PUEBLO
Covid-19

NDLON STREET OUTREACH



- IN THIS TIME OF PANDEMIC, NDLON IDENTIFIES THREE DIFFERENT GROUPS OF PEOPLE IN THE OUTREACH.
- 1- Trainers, Staff, and Leaders of the organization, who have more time and access to virtual trainings on platforms such as: Zoom, Facebook Live, WebEx, etc.
- 2- People who work full-time jobs that have time and access to WiFi. They can tune to Radio Jornalera, while at work.
- 3- This third group for NDLON is the most important because our Jornalerxs at street corners are the most vulnerable, and is the reason why NDLON did a in-person outreach.
 - At street corners, some people consider tradeoffs such as to buy food or pay their telephone.
 - Jornalerxs have Facebook Messenger and WhatsApp which are the most popular communicate apps to reach family and friends.

Pros and Cons of using Platform under Pandemic

Street Corner Outreach



PROS

- Reach people remotely without risk of contagions
- Allow NDLO to provide our communities:
 - Covid-19 updates from CDC, OSHA, and other federal agencies
 - Local community resources
 - Covid-19 testing centers
 - Where to call for Covid-19 related emergencies

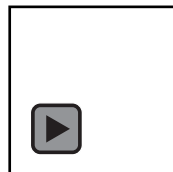
CONS

- Limited interaction & flow of conversation
- Limit tech skills for participants
- Due to some of illiteracy in our communities, platforms limit the effectiveness of reaching all members

MATRIX INFORMATION

- Radio Jornalera was first live 5/1/2019
- Last week's matrix: 300,000
- 11,000 Followers:
 - 49% Women & 51% Men
 - Ages between 25 and 44 years old
- Most popular hours:
 - 12:00pm to 2:00pm
 - 5:00pm to 8:00pm
- Domestic & International Outreach
 - International Outreach spans to:
 - Mexico, Central America, Cuba, Canada, Australia, Colombia, Ecuador, Argentina, Chile y España.
 - Last week's matrix: 300,000

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