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### The Coverage of COVID-19 in Hispanic Newspapers in Colorado

Karime Carrillo Rojas

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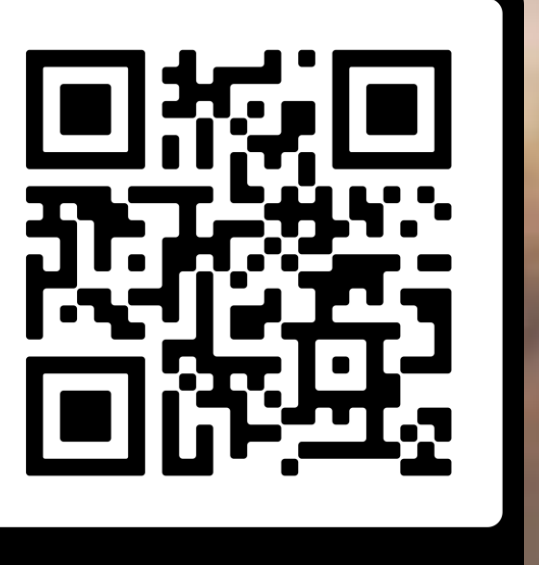
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Contact information:  
Email: carr1856@bears.unco.edu



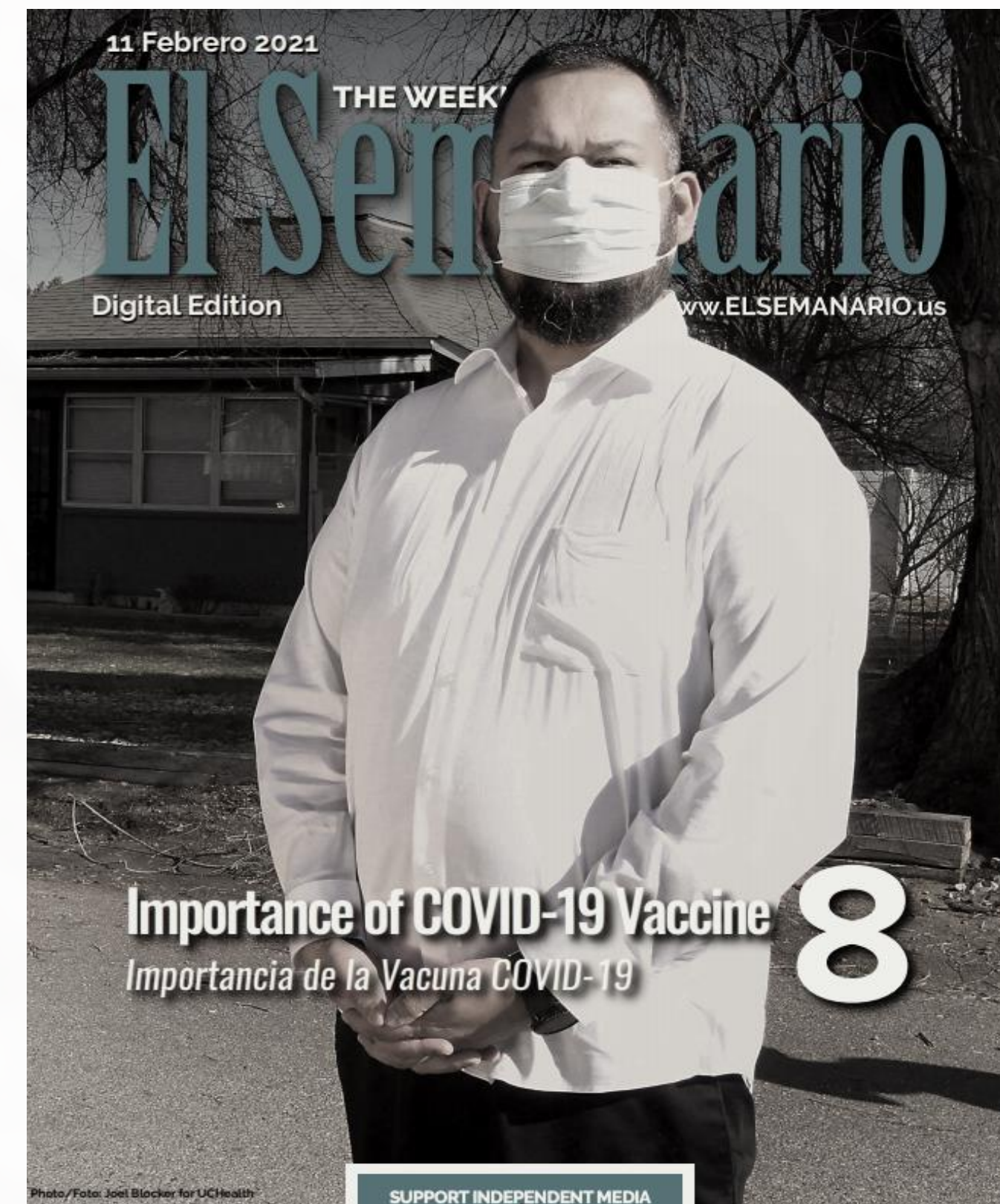
# The Coverage of COVID-19 in Hispanic Newspapers in Colorado.

Karime Carrillo Rojas  
School of Humanities & Social Sciences  
Mentor: Professor Jonathan Alcantar



SCAN ME

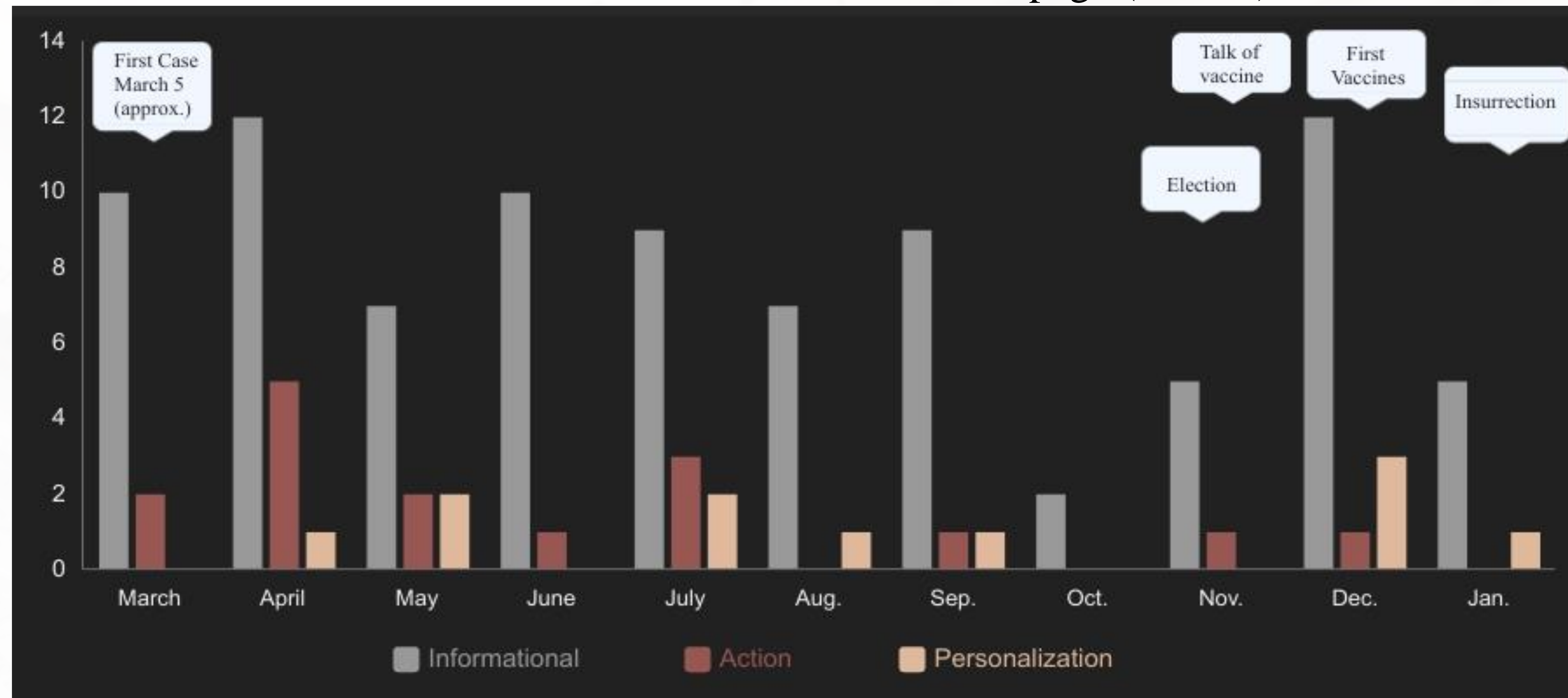
(See Fig. 1)



(See Fig. 2)



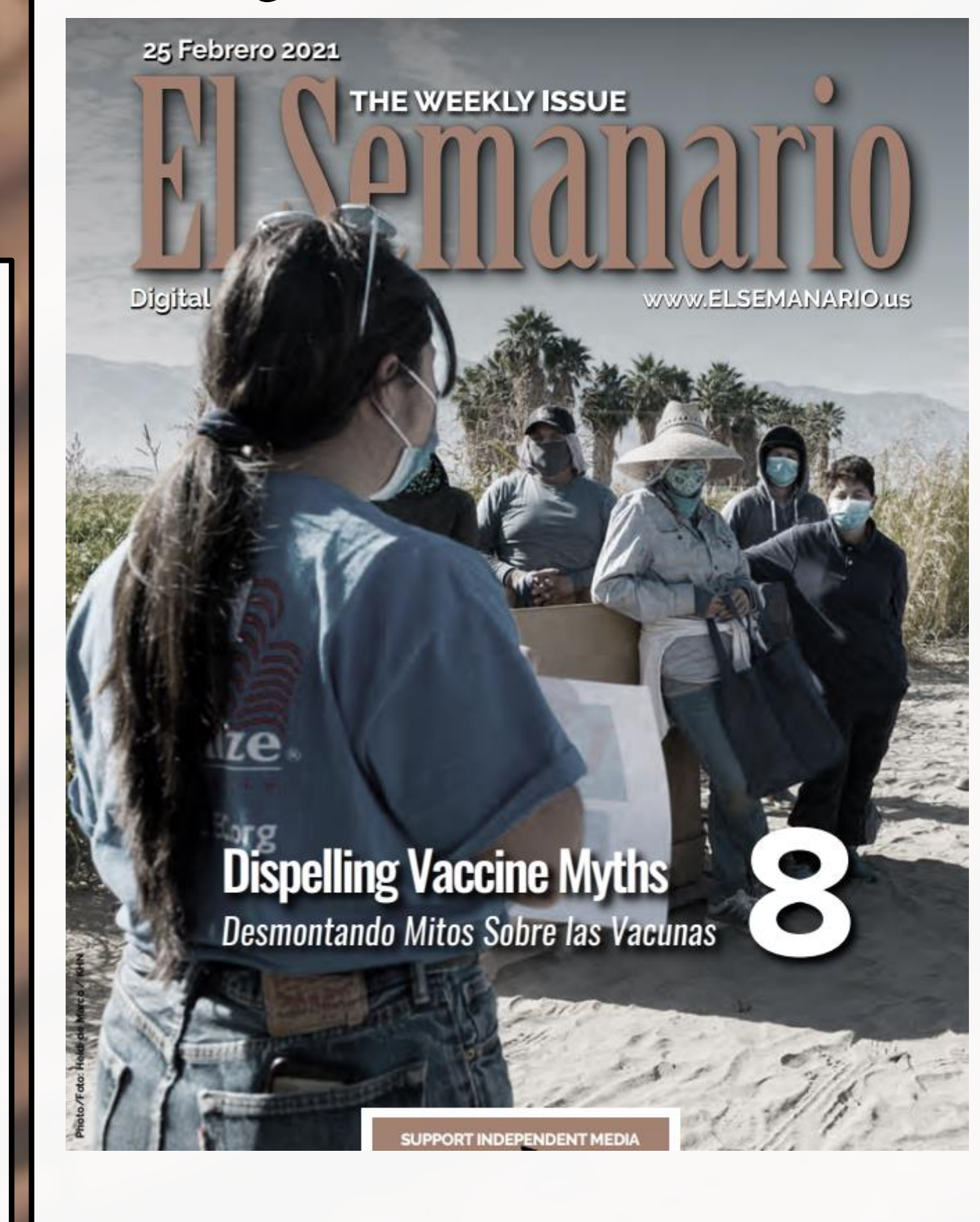
Instances COVID-19 is covered on the front page (La Voz)



(See Fig. 3)



(See Fig. 4)



## Significance:

Access to information has been essential for the Latino community during the COVID-19 pandemic. The severe impact of the current crisis on Latinos has increased their reliance on local media, particularly newspapers. While mainstream print media in Colorado have predominantly focused on statistics and data (infection rates, hospitalizations, and deaths among Latinos), local Latino newspapers have emphasized the importance of culturally relevant content, strengthening their bonds with local communities through the front-page coverage of Latinos and resources available in Colorado during an era of digital media.

## Research Questions:

- What type of content was consistent on the front page of Latino newspapers in Colorado throughout the main surges of the pandemic timeline?
- How did Latino newspapers generate and reinforce community relationships through visual and textual content?

## Methods:

Through an interdisciplinary approach, this project examines La Voz Bilingüe and El Semanario's front-page coverage of Latinos during the Covid-19 pandemic. Using Benedict Anderson's concept of "an imagined community" applied to Latino newspaper digital platforms, this study assesses the impact on culturally relevant content in Latino communities in Colorado. In addition to this, my research utilized specific criteria seen in the graph above to analyze their coverage.

## Preliminary Findings:

- The research discovered that La Voz included personalized content such as eulogies dedicated to community members.
- It was found that there was action-oriented content designed to empower and educate Latino communities.
- Traditional Latino "imagined communities" adapted to digital platforms.
- There were clear signs of a decline in information due to COVID-19 exhaustion and the prioritization of other events, showing that Latino communities are not a monolith.
- The front page emphasized access to local resources.