



LCSWorldwide

Language and Multicultural Marketing Communications

668-C New Castle Ct. Lakewood NJ 08701 ph 732 299 9622 f 732 276 6617 www.lcsworldwide.com

WORKSHEET 2. Contact and interview a Latino Community Leader

Goal: Research information about your local Latino community in order to define market segments –smaller groups in your community who might need technology access– and their behaviors, beliefs and preferences.

Instructions:

1. Sample Process for Community Leader Interview

- Call to ask community leaders to participate in an interview. Make it conversational!
- Introduce yourself, and explain why you are calling. Ask if it is a convenient time to talk.

Sample explanation:

I am [*Your name and position at the library*] at the [*Name of your library*]. I am calling to ask your help in identifying the needs of the Latino community. Our goal is to [*state the purpose of your activity, event, promotional effort, or program*].

We want to learn more about the needs and problems of the Latino community in [*your town*] and how they might be solved. We are conducting interviews with people like you who play an important role in helping the Latino community in our area.

We estimate the interview will take no longer than 15-30 minutes.

If you are willing to participate, I will send you a copy of the questions prior to the interview. Thank you for your time!

- Send them a copy of the interview questions.
- Meet with them or call them back at the scheduled time.
- Ask the interview questions.
- Thank the person for his/her time and explain how you will keep him/her informed about your progress.

2. Community Leader Interview

Note: When you meet this person, start by building rapport on a personal level. The session should be informal and relaxing. Find out about the person, the organization, and the organization's key services and projects before you ask the following questions:

1. Can you tell me what you know about the Latino community in [*your town*]?
2. What are the major needs, issues, and problems facing the Latino community in [*your town*]?



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3. What kind of help through technology can we at the library provide to the Latino community members in [your town]? And in what other ways can we at the library help the Latino community in [your town]?
4. What other services are available in the community? What are their strengths? What are their weaknesses? What else needs to be done?
5. Who else should we contact to help us identify the needs of the Spanish-speaking?
6. What is the perception of our library in the Latino community?
7. Would you be interested in being part of a Latino Advisory Board for our library?
8. Are there any questions would you like to ask me?

3. Report your assignment

In around 250 – 300 words, report to the class your major impressions about the interview and what you think you've accomplished with it. (Do not transcribe the whole interview.)