



# Forum on Rural Population Health

May 19-21, 2025  
Seaside, Oregon  
[ohsu.edu/orhforum](https://ohsu.edu/orhforum)



## Launching a Health-focused Spanish Radio Station in Rural Oregon

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Klamath County Public Health



# LAUNCHING A HEALTH-FOCUSED SPANISH LANGUAGE RADIO STATION IN RURAL OREGON

FORUM ON RURAL AND POPULATION HEALTH AND HEALTH EQUITY

May 20, 2025

Presented by Jennifer Little, MPH  
Director  
Klamath County Public Health



# OBJECTIVES FOR TODAY'S PRESENTATION

- Review the history and background of Klamath's Hispanic Health Committee
- Understand the partnership building and strategic planning that led to a Spanish language radio station
- Understand how the program is financed and working towards sustainability



# BACKGROUND ON HISPANIC HEALTH COMMITTEE AND PARTNERS

- Hispanic Advisory Board disbanded
- Still want Hispanic and Latino/a –focused group
- Healthy Klamath Network to “house” HHC and Klamath County Public Health to coordinate\*
- Held kickoff meeting in February 2022
  - Discussed name for committee and overall objective
  - Discussed leadership opportunities
  - Who’s missing from the table





# HISPANIC HEALTH COMMITTEE STRATEGIC PLAN

- Improved health and wellbeing for the Hispanic population of Klamath County
  - Health broadly defined to include social determinants of health
  - Goals
    - i. Convening regularly
    - ii. Sharing resources and information
      - i. Mass communication
      - ii. Community calendar
    - iii. Recruiting volunteers for community outreach events
    - iv. Potentially assisting in research
    - v. Guide and consult with other community organizations to for culturally appropriate services and effective outreach



## HIGHLIGHTING THE NEED

*“Our Latino community has many obstacles that they face each day. During the pandemic, I noticed that our community was not getting current information. Things were changing too fast and by the time the information was given to our community it was already out of date. Having a radio station in Klamath County is crucial so individuals can get important information now.*

*Our community passes information by word of mouth; unfortunately, many times crucial information gets left out as information is being passed from person to person. Getting correct information from the radio station is essential and dire.”*

Yecenia Rodriguez, Central Oregon Disability Support Network

Hispanic Health Committee Co-Chair

# PUBLIC HEALTH MODERNIZATION-THE CONCEPT

- Framework that ensures all communities in Oregon have the same level of services (foundational programs and capabilities) from our public health system







# PARTNERSHIPS DEVELOP AND GROW

- Vaccine outreach events and mass media education campaigns
- Launched 'Conquer Covid Campaign' with Wynne Broadcasting
- Started dreaming about a Spanish radio station...



# ORIGINAL PLAN

- Streaming station (and website)
- Building capacity
  - Radio producer did his homework
  - Worked with HHC to choose a name
  - Developed logo
- Ads could be anything health related– defined broadly!
- KCPH funded for full year and all partners to submit content for free
- Surprise!



# LA PATRONA AND LA VOZ DE KLAMATH

- Planning meetings with HHC and Wynne Broadcasting
- Blend of HHC content + radio expertise
- Launched May 2023
- All partners could submit content to both radio and website.



# LA PATRONA LAUNCHES

**¡BIENVENIDO A LA NUEVA EMISORA DE RADIO DE LA CUENCA DEL KLAMATH!**



**La Patrona 106.5**  
AM 1240  
*La Voz de Klamath*

**La Patrona 106.5FM es la única emisora de música en español de la cuenca.**  
**¡Préndelo! ¡Y escucha para ganar premios!**

Y bienvenidos a **LaVozdeKlamath.com**, el nuevo sitio web de la comunidad en Español.  
¡Visita nuestro sitio y participa para ganar \$500!



**¡Participe para ganar \$500 en efectivo aquí!**  
>>>> ¡La Voz de Klamath!

LaVozdeKlamath.com es LA VOZ DE KLAMATH, con noticias diarias de Klamath Basin, el Clima, Información y Recursos de Salud, Grandes Concursos, Listas de Eventos, Noticias de Entretenimiento, Artículos de la Comunidad, Listas y Ofertas de Negocios Locales, Recetas, Fotos y Videos, Noticias de México y Latinoamérica, Página de Compra y Venta- Intercambio-Comercio, Página de Información de Empleo, Información de Vivienda, y un enlace a LaPatrona106.5FM. ¡La nueva estación de música en Español!  
Escucha **La Patrona 106.5** y disfruta de **LaVozdeKlamath.com**.  
Participa para ganar \$500 EN EFECTIVO, una vacación de 3 días en la costa de Oregon, o entradas gratis para el cine, cortesía de **LaVozdeKlamath.com**, **LaPatrona 106.5**, y de **Wynne Broadcasting**.  
Envíanos un correo electrónico en cualquier momento a: [Levozdeklamath@gmail.com](mailto:Levozdeklamath@gmail.com)  
¿Listo para tener un anuncio? ¡Nos encantaría promover su negocio! Simplemente envíenos un mensaje al correo electrónico de arriba.  
¡Bienvenido a **LaVozdeKlamath.com** y **LaPatrona 106.5**!

- Held contests
- Flyers distributed around town
- Stickers and T shirts
- Hired local part time staff to promote and sell ads
- For every business purchasing ads on English stations, ask about also Spanish





**Entrevistas en Radio  
Líder Comunitario Español**  
¡Escuche y disfrute de esta información vital!

[Hogar](#)[Noticias](#)[Eventos](#)[Estilo de vida](#)[Comunidad](#)[Salud y bienestar](#)[Contáctenos](#)

## Estilo de vida

[Leer todo el estilo de vida](#)

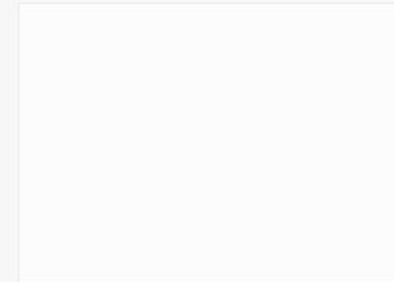
Escuche las noticias de hoy



Familia de futbolista ecuatoriano rescatada tras secuestro



Una versión primaveral de la clásica sopa de pollo



Los programas HomePath incluyen:

- Asesoramiento Financiero
- Primera Compra De Casa
- Talleres

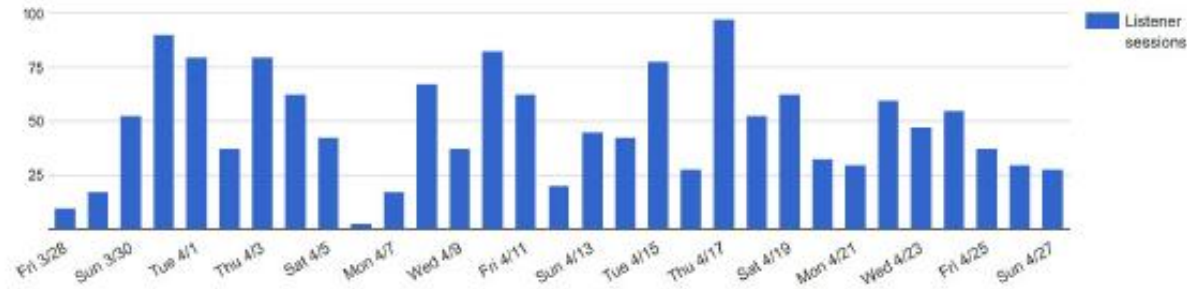
Para más información y próximos eventos  
541-884-0649 ext.123  
Sitio Web: [www.KlamathHousing.org/Homepath](http://www.KlamathHousing.org/Homepath)



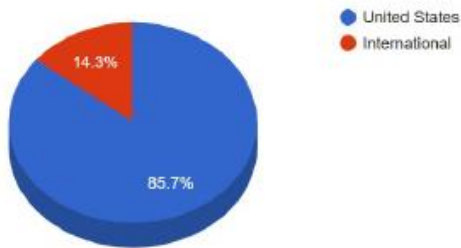


# LIVE STREAM

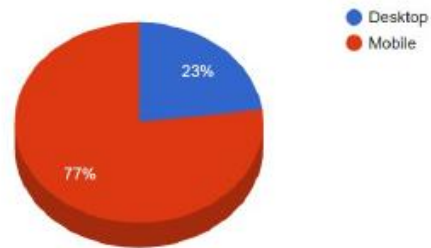
Daily listener sessions



United States/International listener sessions



Device types



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**SUNNY 107**  
THE KLAMATH BASIN'S SOFT ROCK STATION  
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**La Patrona 106.5**  
AM 1240  
La Voz de Klamath  
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Download the new mobile app for klamathradio right here!

ANDROID APP ON Google play Available on the App Store

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Escuche entrevistas con líderes y socios de la  
comunidad hispana local aquí en  
[LaVozDeKlamath.com](http://LaVozDeKlamath.com)

November 4, 2024



# LOCAL INTERVIEWS AND ONE-LINERS



**Reina Barton (Mexican Cultural  
Program – Ross Ragland  
Theater)**



**Sandra Herrera Vergara (Sky  
Lakes Medical Center)**



**Sergio Cisneros (Klamath  
County School District –  
Mazama High School)**

- Over 60 interviews with local partners!

- *“Hope this email finds you well. My good friends from Klamath Falls sent me the article in the Herald and News about La Voz de Klamath Falls. Funny is my wife and I were down there and as we were leaving there after the Memorial Day weekend I came across your station thinking, hmmm interesting. I just wanted to reach out and say congrats. My wife is part of the Klamath Tribes and grew up down there and I have family down there too so we go down there a couple of times a year. So I’m glad there is finally a legit Spanish radio station in K-Falls.”*

Hector Ignacio

Hispanic Media Strategist

93.1 El Rey/KRYP FM Portland

1680 La Patrona/KNTS AM Seattle

# SUSTAINING THE STATION

- Approach partners for financial investment
- Created a sustainability package
  - Affidavit
  - Translation and production provided
- Wynne Broadcasting selling ads and hired part time staff to promote
- Smaller organizations still submit content through KCPH as long as SDOH/Health related

**\$20,000**  
120 commercials/month  
Unlimited article submissions

**\$15,000**  
90 commercials/month  
1 article per month

**\$10,000**  
60 commercials/month  
1 article every other month



# TESTIMONIALS

*“Join hands for a sustainable future! Your contribution to La Patrona / La Voz de Klamath fuels the heartbeat of our community, fostering resilience and unity. Together, let's amplify our voices and ensure a lasting legacy that resonates through the airwaves of the Klamath Basin.”*

Oscar Herrera, Klamath Community College, (former) Hispanic Health Committee Chair

*"I'm excited to work together to continue to build on this effort. This is a step toward a more inclusive community."*

Klamath County Commissioner Kelley Minty

# GATHERING INPUT AND GROWING THE AUDIENCE



# INCORPORATING FEEDBACK



Katherine Duarte – Klamath  
County Public Health:



- Added local news translated into Spanish
- Health tips from a local physician (and recorded by him!)
- Eliminate talk shows that are not supportive of health



Stewart Decker – Sky Lakes  
Medical Center



# CHALLENGES AND CONSIDERATIONS

- Learning the radio 'lingo'
- Patience as station grows
- Getting content from partners
- Entertainment vs health messaging
- Federal politics and funding
- For profit vs non profit
- Considerations
  - Want to avoid "false advertising"
- Sustained funding
  - Partners investing
  - Businesses buying ads



# NEXT STEPS

- Continue seeking funding partners
- New content- maybe a podcast!
- Local DJ/emcees
- Student internships



Photo credit: Cyndi Kallstrom



# QUESTIONS?



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# Thank you to the 2025 Forum partners!

Forum on Rural  
Population Health

