

MAR12-2011-000781

Abstract for an Invited Paper  
for the MAR12 Meeting of  
the American Physical Society

**Knowing your Hispanic community to improve outreach effectiveness**

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“Know your audience,” wise words for properly conveying information. For outreach, this can make the difference between successful connection or failure to connect to the community around us. When the target audience is the Hispanic community knowing your audience can potentially take on unexpected complexity. Like some other minority communities, the Hispanic community’s culture is complex dual culture system. I will discuss my own personal observations about how this community interacts with the academic world. I also will discuss how the Hispanic community perceives itself as a member of the broader community we all live in and how non-homogeneous, our broadly defined Hispanic community really is. Discussing the Hispanic community’s hidden nuances will bring to light the difficulty in getting to “know your audience,” when it comes to effective outreach in the rapidly growing Hispanic community.