



## FOR IMMEDIATE RELEASE

05/11/2020

**As many newspapers reduce or eliminate physical presence in light of COVID-19,  
Vocero Hispano Newspaper presses forward towards the front lines.**

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**WORCESTER, MA** - During this Pandemic Vocero Hispano is delivering critical information about COVID-19 to its readership, while maintaining the lines of communications open between advertisers and Hispanic consumers. As many media companies are reducing or even eliminating their physical presence, Vocero Hispano is expanding its reach into the Hispanic community. "It is our duty and responsibility to act decisively against this threat for the benefit of not only the "Hispanic Community" but also the general public. "We are not just planning to survive, we are pressing forward, and will be a stronger organization at the end of this pandemic" said Pablo D. Santiago, President / CEO of Vocero Hispano Newspaper, Inc.

### **Current State of Distribution:**

The Vocero Hispano Newspaper is printed and distributed without interruption. It is available at all the normal locations with the exceptions of those locations with restrictions. We have implemented new policies to protect the health and safety of our team and the public as we maintain the same level of service and availability.

### **Some of the Steps Vocero Hispano has taken:**

- Committed to donating advertising space for public service announcements from CDC, WHO, and other official government sources who provide essential Covid-19 information.
- Implemented reduced advertising rates for small business support during the pandemic.
- Increased the number of exterior newspaper boxes to off-set locations with limited access.
- Increased the paper-count within all exterior newspaper boxes.
- Expanded digital presence via digital subscriptions and social media platforms.
- Launched "VoceroHispanoALERTA" a VHN brand dedicated to providing COVID-19 resources and information to the Hispanic Community via various online platforms.
- Implemented an internal Covid-19 Certification requirement for all team members.
- Implemented new safety policies and procedures for our distribution team.
- Supplied our team with proper PPE equipment to ensure safety.
- Implemented weekly Sanitizing procedures of all exterior newspaper boxes, service vehicles, and equipment used during distribution.
- Required mandatory uniforms for distribution team.

### **About Vocero Hispano Newspaper, Inc.**

Vocero Hispano Newspaper, Inc., is a free statewide weekly Hispanic-language newspaper. Established in 1990, it offers content that is objective, informative and of general interest to the Hispanic community. Vocero Hispano is printed every Friday and distributed statewide. It is also available in a digital version at [VoceroHispano.com](http://VoceroHispano.com).