Welcome to the Elevate Youth California Media 101 Training

Thank you all for joining us!

We will begin momentarily.
Media 101

October 25, 2022
Welcome & Setting the Stage

Our Goals

• Improve understanding HOW to use social media for your organization’s goals
• Enhance HOW you are communicating to ensure you’re meeting your goals
• Help identify WHICH social media outlets best suit your goals
• Understand how to build a media list and media relationships to achieve your goals
Paid Media Vs. Earned Media
Social Media Outreach
Social Media Best Practices

- Best to have a **mix of posting types** – video, images, links, to keep audience engaged.
- Content needs to **align** with your organization’s profile, tone.
- Twitter is best platform for **“news” related posts**.
- **IG** is better for visuals – it pulls on feelings rather than intellect.
- **Video** is best performer – 50% more engagement.
- **Shorter** the better!
- Create **hashtags** for tracking.
- Make copy intriguing with a **call-to-action**.
- Have **fun and experiment**.
Why Use Social Media

- Reach community directly
- Make one salient point
- Compel someone to want to learn more
- Good for information-sharing
- Ability to share a variety of content with audience

Remember...
- You MUST be concise
- Attention span is only a few seconds
Social Media Examples

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**elevateyouthusc** - Follow
Original audio

elevateyouthusc: A special thank you to @delightfulcreations for capturing our successful event on camera!

#elevateyouthcalifornia
#kickbackwiththeyouth
#urbanstrategies #mentalhealth
#youth #urbanstrategiescouncil
#leaders

Edited - 7w

cochjaee50: Thank you so much! I had a blast as always with you all!
Event was lit 😱!!!

7w 2 likes Reply

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**lgbtqcenteroc** - Follow

lgbtqcenteroc: Join us EVERY THURSDAY in September for our Elevate Youth Through Advocacy Series! JOIN US THIS THURSDAY to gain knowledge on Alcohol, Tobacco, and Other Substance usage amongst todays youth. Learn about multiple topics from todays youth that effect our community.

REGISTER HERE: bit.ly/elevateyouth-22

#LGBTQCenterOC #LGBTQ #LGBTQYouth #orangecounty

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Educational Workshops hosted by our YLC on the Following Topics:

- 09/01/22: LGBTQ+ 101 & Student Rights in CA Schools
- 09/08/22: War On Drugs
- 09/15/22: Mental Health
- 09/22/22: Alcohol, Tobacco & Other Drugs
- 09/29/22: Restorative Justice

Questions? Contact abby.hunt@lgbtqcenteroc.org
Media Lists

- Customization is Key
- Assets Should Reflect Community
- Avoid Recycling Content for General Market
## Media Lists Example

<table>
<thead>
<tr>
<th>OUTLET</th>
<th>FIRST</th>
<th>LAST</th>
<th>TITLE</th>
<th>EMAIL</th>
<th>PHONE</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC News Online</td>
<td>Lara</td>
<td>Salahi</td>
<td>Digital Producer, ABC News</td>
<td><a href="mailto:lara.salahi@gmail.com">lara.salahi@gmail.com</a></td>
<td>(212) 456 7777</td>
</tr>
<tr>
<td>ABC News Online</td>
<td>Kiara</td>
<td>Alfonseca</td>
<td>Digital Reporter &amp; Producer</td>
<td><a href="mailto:kiara.x.alfonseca@abc.com">kiara.x.alfonseca@abc.com</a></td>
<td>(212) 456-0300</td>
</tr>
<tr>
<td>Associated Press</td>
<td>Paul</td>
<td>Wiseman</td>
<td>Economics Writer</td>
<td><a href="mailto:pwiseman@ap.org">pwiseman@ap.org</a></td>
<td>(202) 641-9000</td>
</tr>
<tr>
<td>Bloomberg Businessweek</td>
<td>Brian</td>
<td>Chappatta</td>
<td>Columnist/Team Leader</td>
<td><a href="mailto:bcchappatta1@bloomberg.net">bcchappatta1@bloomberg.net</a></td>
<td>(213) 318-2000</td>
</tr>
<tr>
<td>Business Insider</td>
<td>Madison</td>
<td>Hoff</td>
<td>Data Reporter</td>
<td><a href="mailto:mhoff@insider.com">mhoff@insider.com</a></td>
<td>(646) 376-6050</td>
</tr>
<tr>
<td>BusinessNewsDaily</td>
<td>Paula</td>
<td>Fernandes</td>
<td>Contributor</td>
<td><a href="mailto:fernandes.write@gmail.com">fernandes.write@gmail.com</a></td>
<td>(212) 703-5800</td>
</tr>
<tr>
<td>CBS Marketwatch</td>
<td>Zoe</td>
<td>Han</td>
<td>Personal Finance Writer</td>
<td><a href="mailto:zoe.han@marketwatch.com">zoe.han@marketwatch.com</a></td>
<td>(212) 416-2000</td>
</tr>
</tbody>
</table>
5 Ways to Develop Media Lists

- Google Search
- Supplement Your List
- Locate Contact Information
- Quality over Quantity
The New Media Landscape
A Comprehensive Media List is Key

Identifying Regional Media Contacts & Targets
Understanding Your Media Landscape & Building Media Relationships
Effective Ways of Working with the Media

- Understand the media landscape
- Stay on top of local news & trends
- Know each journalist & outlet
- Share new / local info
- Make a personal connection
- Connect via social media and monitor coverage
- Outreach with clear and concise pitch
- Offer interviews with relevant, local spokespeople
- Provide easy, sharable info
- Offer exclusive content when you can
- Find ways to meet in person
Journalist are busy

- Their typical day
- What makes them read a pitch
- Role of social media
Working with Diverse Media
Working with Diverse Media

Choose the Right Spokesperson

Be Sensitive to Cultural Pride

Build Long-Lasting Relationships
**Diverse Print Media**

<table>
<thead>
<tr>
<th>WHAT YOU SHOULD KNOW</th>
<th>WHAT YOU SHOULD DO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diverse media often have limited resources</td>
<td>Provide ready-to-publish content and assets.</td>
</tr>
<tr>
<td>They all have different deadlines, closing dates,</td>
<td>Know each outlet individually and pitch them according to their best schedule –</td>
</tr>
<tr>
<td>distribution channels and make-up.</td>
<td>not one-size fits all!</td>
</tr>
<tr>
<td>They need to know how issue impacts their community.</td>
<td>Adapt print materials to make them relevant to the community.</td>
</tr>
<tr>
<td>They prefer to receive photos.</td>
<td>Include culturally relevant photos in your offer.</td>
</tr>
<tr>
<td>They need materials in-language.</td>
<td>Develop a process to trans-create/translate materials appropriately.</td>
</tr>
<tr>
<td>Content needs to be easily digestible.</td>
<td>Use simple, straightforward language in materials.</td>
</tr>
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</table>
## Diverse Print Media

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<th>WHAT YOU SHOULD KNOW</th>
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<tr>
<td>Circulations rates vary.</td>
<td>Don’t compare circulation rates to determine value &amp; influence.</td>
</tr>
<tr>
<td>Print space is limited.</td>
<td>Manage expectations – coverage could be online or in social.</td>
</tr>
<tr>
<td>Look at general community newspapers in diverse neighborhoods.</td>
<td>While not explicitly for a specific population, these outlets can be important for reach.</td>
</tr>
<tr>
<td>Staff wear many hats.</td>
<td>Be proactive – follow up!</td>
</tr>
<tr>
<td>They are trying to grow audience too.</td>
<td>Share placements on your organization’s social channels.</td>
</tr>
</tbody>
</table>
## Diverse Broadcast Media

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<th>WHAT YOU SHOULD KNOW</th>
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</tr>
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<tbody>
<tr>
<td>Each outlet is different.</td>
<td>Listen to the radio and TV stations that you want to pitch. Learn their formats and opportunities to get your story told.</td>
</tr>
<tr>
<td>They are looking for spokespeople from community.</td>
<td>Offer spokespeople who are knowledgeable not just on the topic, but also about the community.</td>
</tr>
<tr>
<td>Diverse media outlets are often open to receiving questions to prepare for interviews.</td>
<td>Draft interview questions and provide background information.</td>
</tr>
<tr>
<td>Some radio stations offer Podcasts of their interviews</td>
<td>Share on social to expand reach and demonstrate appreciation.</td>
</tr>
<tr>
<td>Some cities have local community programming that airs via local cable and community radio.</td>
<td>Do the research and identify opportunities.</td>
</tr>
</tbody>
</table>
Long-Term Media Relationship-Building

- Do Your Research
- Connect via Social Media
- Schedule 1:1
- Be a Resource
- Be Responsive
- Be Respectful
What to Remember...

- Fractured Media Environment
- Begin with a Great Media List
- Building Positive Relationships Over Time
THANK YOU!