



# **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

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- 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

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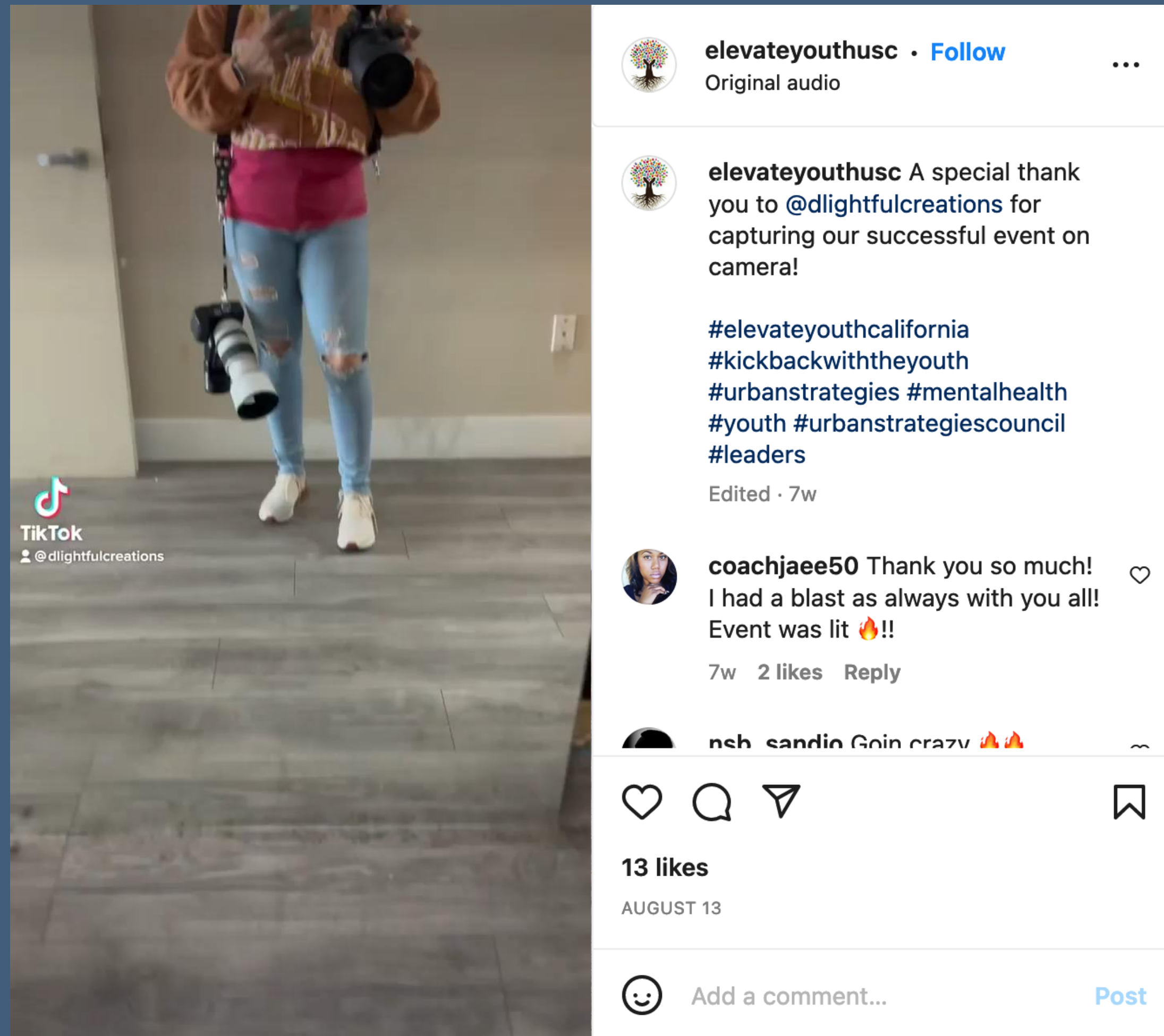
- Reach community directly
- Make one salient point
- Compel someone to want to learn more
- Good for information-sharing
- Ability to share a variety of content with audience

## **Remember...**

- You MUST be concise
- Attention span is only a few seconds



# Social Media Examples





# Media Lists



**Customization is Key**



**Assets Should  
Reflect Community**



**Avoid Recycling  
Content for  
General Market**

# Media Lists Example

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

# 5 Ways to Develop Media Lists

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**Google Search**



**Supplement Your List**



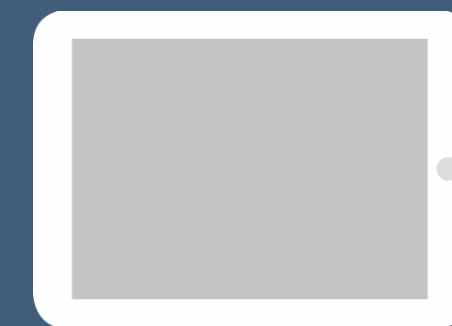
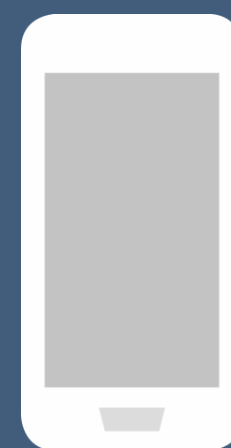
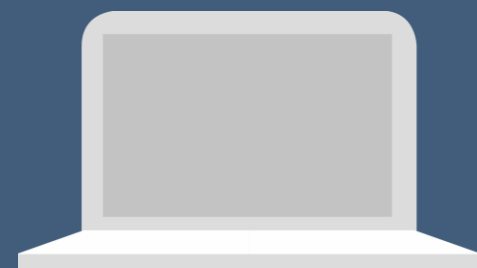
**Locate Contact  
Information**



**Quality over  
Quantity**

# The New Media Landscape

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USATODAY<sup>TM</sup>

The  
New York  
Times

The  
Washington  
Post

AP



npr



# A Comprehensive Media List is Key

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Identifying Regional Media  
Contacts & Targets



# **Understanding Your Media Landscape & Building **Media Relationships****

# Effective Ways of Working with the Media

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- 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

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- Their typical day
- What makes them read a pitch
- Role of social media





# Working with Diverse Media

The Sacramento Observer  
**SacObserver**.com  
The African American Online Source For California's Capital City

 **19**  
UNIVISION

**Latino Times**  
a bilingual publication in the Central Valley

 **33**

**Outword**  
magazine

**La Opinión**

**台灣時報**  
CHINESE L.A. DAILY NEWS

**thepride**  
THE LOS ANGELES LGBT NEWSPAPER

**Hoy**

**ADVOCATE**

**VIỆT BÁO**  
DAILY NEWS

  
**LOS ANGELES SENTINEL**

**ASIAN JOURNAL**

  
**KCAA RADIO**  
NEWS • 1050 AM • TALK

**VIDA EN EL VALLE**  
Central California's Leading Bilingual Newspaper

**OAKLAND POST**

  
**blade**  
LOS ANGELES  
America's LGBT News Source

# Working with Diverse Media

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**Choose the Right  
Spokesperson**



**Be Sensitive to  
Cultural Pride**



**Build Long-Lasting  
Relationships**

# Diverse Print Media

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

# Diverse Print Media

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## WHAT YOU SHOULD KNOW

Circulations rates vary.

Print space is limited.

Look at general community newspapers in diverse neighborhoods.

Staff wear many hats.

They are trying to grow audience too.

## WHAT YOU SHOULD DO

Don't compare circulation rates to determine value & influence.

Manage expectations – coverage could be online or in social.

While not explicitly for a specific population, these outlets can be important for reach.

Be proactive – follow up!

Share placements on your organization's social channels.



# Diverse Broadcast Media

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

# Long-Term Media Relationship-Building

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**Do Your Research**



**Connect via Social Media**



**Schedule 1:1**



**Be a Resource**



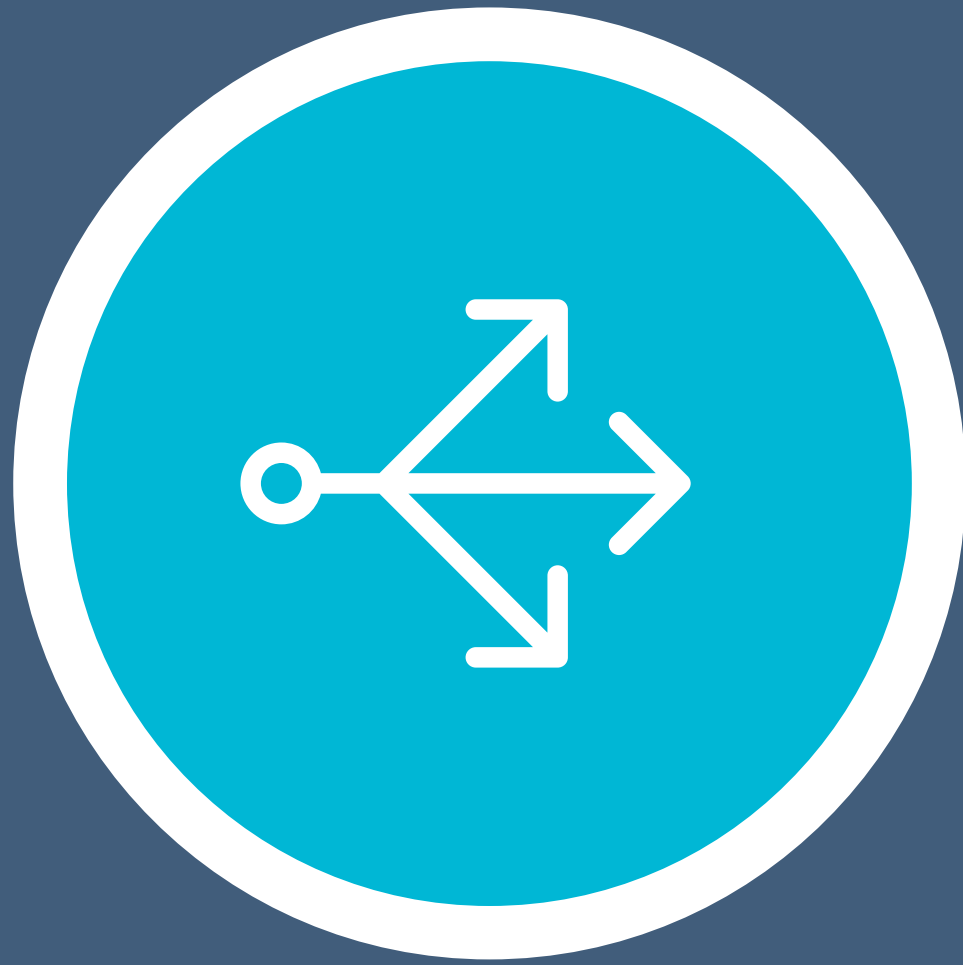
**Be Responsive**



**Be Respectful**

# What to Remember...

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**Fractured Media  
Environment**



**Begin with a  
Great Media List**



**Building Positive  
Relationships Over Time**

**THANK YOU!**

