







ETHNIC MEDIA

Tips to Reach the Fastest Growing
Segment of American Media



What is Ethnic Media

Ethnic media is produced by and for immigrants, racial, ethnic and linguistic groups as well as indigenous populations living across different countries.

-  Educates and orients newcomers to their communities.
-  Focuses on life of the ethnic community and news from home countries.
-  Reaches audiences with the same ethnic background in the same community, region, state or countries around the world.
-  Includes for-profit and non-profit organizations with wide ranges of resources.

8 Tips On Partnering with Ethnic Media

- 1** Identify and get to know local ethnic media news organizations. Understand each media organization's purpose, desired content and audience. Develop and maintain ongoing relationships with them.
- 2** Include ethnic media in regular communications with media. Don't make ethnic media a communications afterthought.
- 3** Consider strategic partnerships to promote the use of local agency services or to co-sponsor or solicit participation in public engagement activities.
- 4** Create opportunities for ethnic media to access local government decision makers and senior staff. These meetings and communications can serve as opportunities for mutual learning.
- 5** Provide ethnic media with a list of staff experts whom they can call when they need information on specific issues. When possible, ensure these experts speak the same language as the targeted ethnic group.
- 6** Target events, stories and news releases to specific ethnic media audiences.
- 7** Provide accurate and culturally informed translations that make sense and reflect cultural nuances, including humor, as opposed to just a literal translation of a press release or other media content.
- 8** Use multiple communication channels. Create personal connections and learn about their publication, on-air, or online schedules and deadlines to know the best time to reach them.