



# 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.