

Expanding Your Impact with Local Media

Friday morning 9:00 a.m. – 10:00 a.m.

NNIP Partners strive to improve life for people living in their communities. They focus on producing high quality data and research and work directly with practitioners and other stakeholders to achieve this goal. To reach broader audiences beyond their personal relationships, many partners have successfully worked with local media. In fact, a good media strategy can take great work and amplify the impact that it has on the community.

The media landscape in 2019 is in flux and may feel intimidating. Some NNIP partners are fortunate to have dedicated communications professionals, sometimes even former journalists, working in-house; but not everyone has this luxury. With limited resources, how can NNIP partners get the word out in local newspapers, blogs, TV, radio and podcasts?

The purpose of this session is to showcase how three NNIP partners work with media organizations to share what's worked and offer advice for other partners.

Rob Pitingolo from the Urban Institute will moderate the panel and discussion. He will introduce the topic and highlight a few examples of NNIP partners in the media, based on self-reported contributions from the network.

Allison Plyer from The Data Center in New Orleans will discuss her experience in sharing their analysis with the media. Allison has extensive experience appearing on TV and in local media, especially after Hurricane Katrina. She will also talk about how The Data Center uses press releases to make content media-friendly and strategies for delivering your message.

Caroline Bhalla from the Sol Price Center for Social Innovation will present on a partnership between the Neighborhood Data for Social Change (NDSC) and KCET, a non-commercial educational, independent television station in Los Angeles. KCET publishes monthly data stories on behalf of NDSC. Caroline will explain how the relationship started and give advice on how NNIP partners should identify and approach local media given their context and goals.

Bob Gradeck from the University Center for Social and Urban Research in Pittsburgh will talk about navigating the changing landscape of journalism, particularly outside of a large media market. Bob will discuss successes and challenges of building relationships with reporters, notably a relationship with a local blog they developed to publish data stories. Bob will also describe how they used Performance Management Indicators developed with NNIP consultant Jake Cowan to track media and evaluate their performance.

After the formal presentations, Rob Pitingolo will lead discussion with the panelists and audience for the last 20 minutes of the session. Please share your own experiences and chime in with your tips for engaging the media!

Discussion:

- What would be the ideal set of media relationships to reach your audiences?
- How do you decide which projects are good matches for media outreach?
- Which media organizations in your city do you think would make new promising partners and why?
- How do you track media mentions and how do you define success?