



## ETHNIC MEDIA PROGRAM

OIRA recognizes that ethnic media provides essential services for immigrant and refugee communities, and thus the City strives to ensure equitable access for ethnic media to press events, ad buy opportunities, and communicating with key City staff. The City of Seattle also believes that effective outreach to immigrant and refugee communities should include an ethnic media component, including earned media and/or ad buys.



**Seattle**  
Office of Immigrant  
and Refugee Affairs

### About Us

Our mission is to improve the lives of Seattle's immigrant and refugee families.

We work to strengthen immigrant and refugee communities, by engaging them in decisions about the City of Seattle's future and improving the City's programs and services to meet the needs of all constituents.

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### Why Ethnic Media?

Immigrants and refugees in Seattle, especially first-generation residents, rarely access English-language mainstream news sources. They instead prefer to read/watch/listen to news that is in-language, that includes stories from their local community, and that covers current events from their home country.

For the City of Seattle, effectively reaching immigrant communities means both making sure in-language articles and culturally appropriate ads about City departments, programs, and updates appear in relevant publications and broadcasts. And for these reasons, OIRA recommends that City departments include an ethnic media strategy in outreach to immigrant and refugee residents.

### Ethnic Media Directory

OIRA tracks ethnic media outlets serving Seattle area immigrant and refugee communities. Where possible, OIRA staff has met with representatives of each outlet, ensuring a comprehensive and current database of newspapers, television networks, radio stations, broadcast programs, and news websites.

### It's About Equity

Most ethnic media outlets in Seattle

are small operations. Many are family businesses. Most periodicals are weeklies and most television and radio programming are produced in small studios. Many organizations lack the capacity to attend City press conferences and media events. Thus, the City of Seattle strives to make it easier for these news organization to access City information. For instance, the City prioritizes releasing translated press announcements relevant to immigrant and refugee communities.

### Ethnic Media Roundtables

OIRA works with the Mayor's Office to organize regularly scheduled ethnic media roundtable discussions. Ethnic media reporters and journalists are invited to these intimate events where they can ask the Mayor any question about the City of Seattle, whether about immigrant and refugee communities or the community at-large.

### Ethnic Media Program

Providing equitable outreach to immigrant and refugee communities requires an ethnic media component. OIRA provides essential technical assistance to departments to help them determine their ethnic media ad buy budgets and how to go about pitching articles for an earned media strategy.