

# The Media and You



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# Fresno County Overview



- Population: 1,000,000
- Largest Industry: Agriculture
- Location: Central California

# The Media Markets

## ■ Television

- 4 major affiliates
- 1 Public TV
- 3 Spanish Language
- Cable Network Specialty Programming



# Media Markets

## ■ Radio

- 5 English Outlets
- 4 Spanish Outlets
- 2 Asian – Hmong, Lao, Cambodian
- 1 Unique – Spanish, Punjabi, Mixteco



# Media Markets

## ■ Print

- 1 major daily newspaper
- 1 major weekly Spanish
- Various journals, online papers.



# Effective Messaging

- News Stories vs. Morning/Talk shows
- Tips to work with the media
- How to get your message heard

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La información que tú necesitas



# Media Relationship Building

- Get to know the reporters
- Obtain the goal/focus of the story
- Be prepared with your talking points and messages



# Questions

