

*IN THESE TIMES OF FAKE NEWS....*

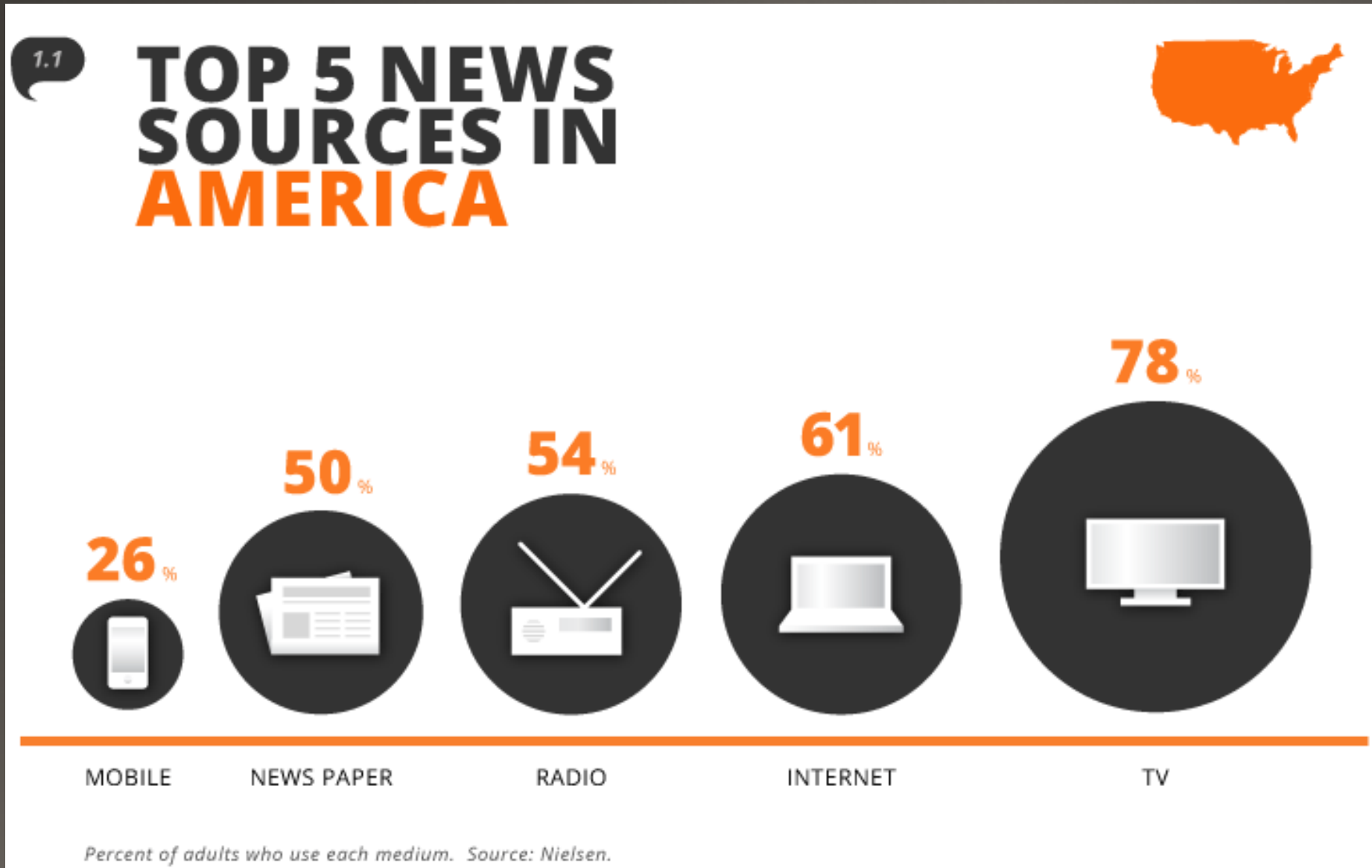
**SUPPORTING SOCIAL GOOD;  
CAUSE-INSPIRED MARKETING  
+ MEDIA JUSTICE  
IS *GOOD* FOR BUSINESS**

Patrice Watson, Publisher Soapbox Cincinnati | Issue Media Group





# Where is NEWS today?

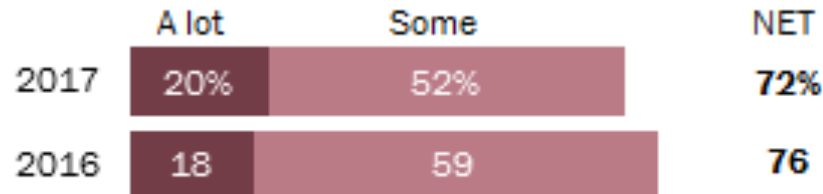


# Key trends in digital and social news media | Pew Research Center 10.4.17

## Americans express only moderate trust in most news source types ...

*% of U.S. adults who trust the information from ...*

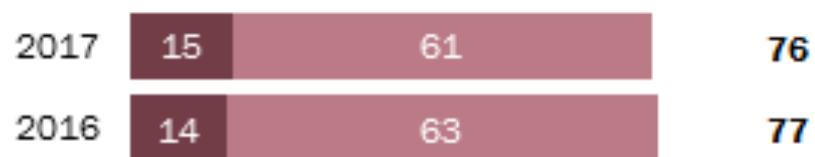
### National news orgs



### Local news orgs



### Friends and family





# Key trends in digital and social news media | Pew Research Center 10.4.17

## ... and continue to have much lower trust in social media

*% of web-using U.S. adults who trust the information from ...*

### Social media



# Where is NEWS on social media?





# TRADITIONAL ADVERTISING

Together, We Create!



# What is Advertising?

Describe or draw attention to [a product, service, or event] in a public medium in order to promote an issue, sales or attendance.

**As artists, creatives, strategists and makers  
isn't this what you are working toward?**



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ADVERTISING

SOCIAL  
GOOD

Together, We Create!



# What is social good advertising?

A company's decision to align with good causes usually happens for one of two reasons:

1. to reinvigorate the brand by appearing philanthropic and conscientious
2. or to affect real change



# [OLD MODEL] of Social Good

Based on the premise that one organization gives  
and the other gets

A response to a request

Reactionary vs. proactive

# [Old Model]

Leveraging charity relationships to stimulate short term purchasing – short-termism as a temporary fix





[New Model] The best case scenario is when both are at the root of the brand with their campaigns.



# Facts

## According to Cone/Roper

When price and quality are equal, almost 9 out of 10 Americans would switch brands to help support a cause

88% of employees are aware of cause related programs at their companies and feel a “strong sense of loyalty”

53% chose to work there because of the programs



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# Cause-related Marketing

...is a form of marketing in which a company and a nonprofit team up together to tackle a social or environmental problem and create business value for the company at the same time



# [NEW MODEL]

Proactive

Integrated into marketing and business objectives

Measurable outcomes/return

Mutually beneficial

Buy-in at the top



# Cause-inspired Marketing

“Cause-Inspired Marketing means finding some worthy cause that a nonprofit and a company feel passionately about; that inspires you to unleash the full power of the company’s resources to make a major difference with that cause or issue.”

Kent McBride, Co-founder Make The Difference Network

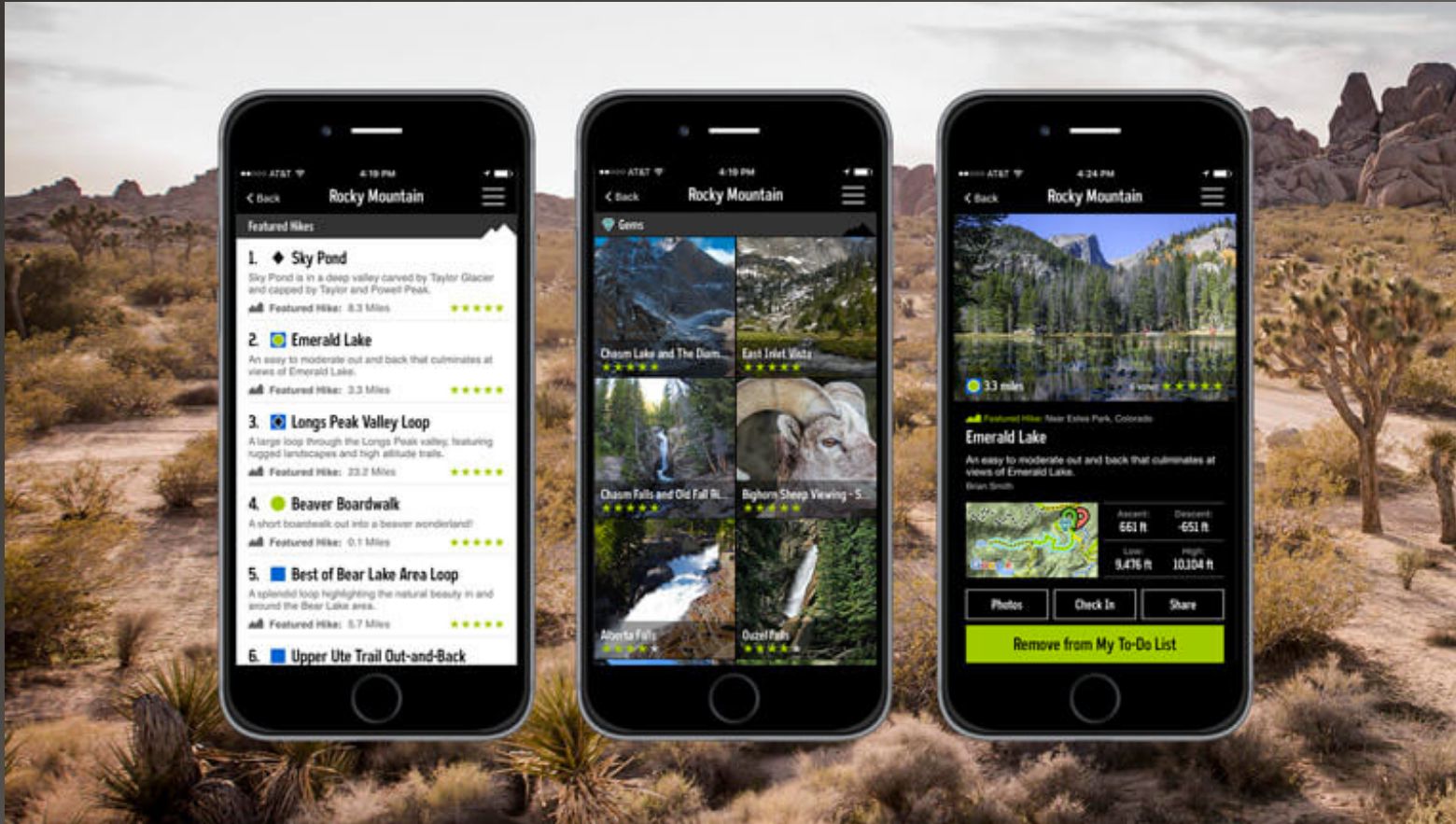


# REI Foundation invests \$1 million in next generation outdoor stewards for National Park Service Centennial



REI Foundation funds 19 national parks forming a multi-year, multi-million dollar partnership

# GUIDES



The Co-op Guide  
to the National  
Parks:  
a crowdsourced,  
living guide to the  
national parks  
available  
on Android and  
iOS platforms



# TRIPS



10% of all revenue  
from 45 REI  
Adventures' national  
parks trips + America  
the Beautiful  
passes to the  
National  
Park Foundation

# STORIES



Inspiring people to go  
deeper into the parks  
system - transformational  
experiences via  
*the Dirtbag Diaries*  
[Mileposts podcast series](#)



# GEAR



10% of all  
proceeds invested  
back into the  
National  
Park Foundation

# Cause-Inspired Marketing Relationship

As a **Nonprofit**, find a business that's passionate + inspired about your cause

Get inspired to find ways to make the difference for that business

Utilize -  
Marketing Skills  
Monthly Newsletter  
Web site links  
Press Contacts  
Supporters/Members  
Your Board  
Your Vendors  
Your Advertising  
Your Employees  
Your Friends & Volunteers



# Cause-Inspired Marketing Relationship

As a **Business**, find a cause you are passionate about and get inspired to make the difference for that nonprofit

Utilize -

Marketing Skills

Money

Customers

Distribution/Retailers

Your Vendors

Your Advertising

Your Employees

Your Friends

Your Board of Directors

Your Press Contacts

Your Shareholders

# Reasons CEOs engage in cause-inspired marketing

95% say the company's support of a charitable cause gives their customers a positive image of the company

93% say it builds relationships

89% say it enhances overall image

61% say it creates new marketing platforms

54% say it provides a purpose

51% say it differentiates products and companies

50% say it increases sales

80% say that their company's support for a charitable cause gives them confidence when approaching prospects.



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MEDIA JUSTICE



# Media Justice

media justice refers to an analytical framework and a regional, grassroots movement led by historically disenfranchised communities to transform media and cultural production, rights and policy in the service of social justice and social innovation



# Boomtown, Flood Town

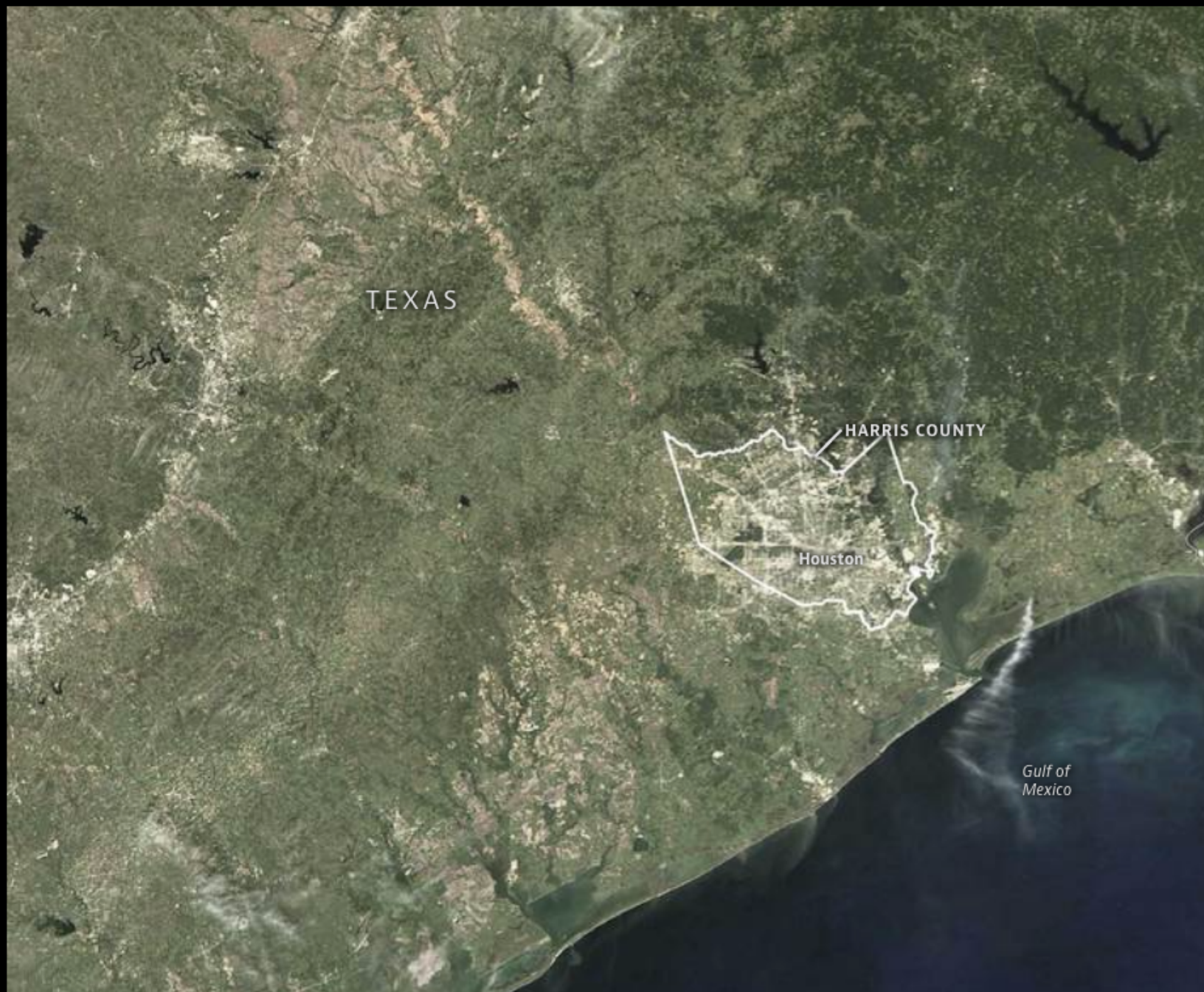
*Climate change will bring more frequent and fierce rainstorms to cities like Houston. But unchecked development remains a priority in the famously unzoned city, creating short-term economic gains for some while increasing flood risks for everyone.*

*by Neena Satija for The Texas Tribune and Reveal; Kiah Collier for The Texas Tribune; and Al Shaw for ProPublica, December 7, 2016*



An aerial shot of downtown Houston during the "Tax Day Flood" in April. (Jordan Anderson/DoubleHorn Photography)

This is part of a series on Houston's flood risk. Read about why [Texas isn't ready for the next big hurricane](#).





# Media at its best



Raise Your Share

September 14 at 12:43pm · 🌐

...

Project between ProPublica and Texas Tribune published 12/7/16 on Dangers of Hurricanes in Houston now being recognized as finalist for North American Digital Media Award. Winners announced in October.



## When Climate Change Meets Sprawl: Why Houston's 'Once-In-A-Lifetime' Floods Keep Happening

Unchecked development remains a priority in the famously un-zoned city, creating short-term economic gains for some, but long term flood risk for...

[PROJECTS.PROPUBLICA.ORG](http://PROJECTS.PROPUBLICA.ORG)





**TWISTED PRIORITIES**  
**CRITICS SLAM FIRST LADY'S SHOES AS SHE TRAVELS TO TX**

• **TUCKER CARLSON** tonight •

**#Tucker**



NATION

## Building simple fences around vacant lots could help reduce crime



1726



EMAIL

BY MARTHA T. MOORE, STATELINE January 7, 2017 at 5:26 PM EDT



*Downtown Youngstown, Ohio can be seen from a closed business November 22, 2009. Youngstown has thousands of vacant structures and parcels of land. Photo by Brian Snyder/Reuters*





**Bloomberg** ✓  
@business

Following



This is the new face of American unemployment [bloom.bg/2l62KiW](https://bloom.bg/2l62KiW)



5:20 PM - 27 Feb 2017

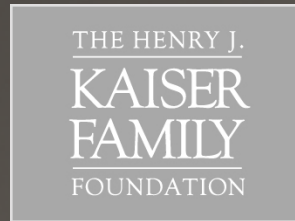
# Find media justice initiatives on public broadcast + select non-traditionally funded media



**KNIGHT  
FOUNDATION**



Corporation  
for Public  
Broadcasting



NEW  
AMERICA  
MEDIA

**Bloomberg**



The Center for  
**Public Integrity**



**PBS**



SCRIPPS HOWARD  
FOUNDATION



**PROPUBLICA**



# MISSION



Identify talent and talent-led initiatives that impact community and economic development

**Serving:** Michigan including Detroit, Grand Rapids, Lansing, Flint, Traverse City, Ann Arbor + the 2<sup>nd</sup> Wave network

**plus** Pennsylvania, Buffalo/Rochester, Cleveland, Cincinnati, Memphis, Tampa and Denver

# ON GROUND

## Embedded Journalism



**Objective:** Change the narrative about a place with a weekly focus on one community for 90-120 days

Lay the groundwork + build awareness of best practices that are working



# ON THE GROUND

## EDITORIAL FEATURES

Time on this story:  
[00:24:17]

## ON THE GROUND Covington

### Features

### Minding the gap: Poverty meets a fierce enemy in Covington's public education system

KAREEM A. SIMPSON | TUESDAY, AUGUST 01, 2017



Covington Independent Public Schools are working concertedly to tackle poverty in education.

PROVIDED

# ON THE GROUND

## PHOTOGRAPHY

## ON THE GROUND North End

### Features

What is the North End? An overview of the latest On the Ground neighborhood

IMANI MIXON | MONDAY, OCTOBER 09, 2017



Malik Yakini, Detroit Black Food Security Network & D-Town Farms

DOUG COOMBE



# ON GROUND

## VIDEOGRAPHY

### ON GROUND Walnut Hills /

#### Videos

[<BACK TO LISTING](#)

### On The Ground: Post-Kroger, Walnut Hills believes 'We can get something better'

BY: HANNAH PURNELL  
FRIDAY, MARCH 31, 2017



On March 8, Walnut Hills Kroger finished its final day of business and closed its doors for the last time, creating a “food desert” — defined as a community that has no grocery store within a one-mile radius.

# ON THE GROUND

## EVENTS + CONVERSATIONS

### ON THE GROUND Live 6

#### Features

#### Perception vs. reality: Safety in Live6 discussed at Speakeasy event

TERRYNN HALL | TUESDAY, JANUARY 24, 2017



Safety is a key part of a sustainable, vibrant neighborhood—residents and businesses want to live and work with peace of mind. For many who aren't familiar with Detroit's neighborhoods, the reigning narrative about how safe a neighborhood is can be less than flattering.

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Like 121

[LAW, ON THE GROUND, SPEAKER SERIES](#)



# ON THE GROUND

## NEIGHBORHOOD TOURS

### • *features*

## On the Ground: Tour highlights assets, opportunities in Wimauma

CHERYL ROGERS | TUESDAY, JUNE 27, 2017

Para leer esta historia en español, por favor, [siga este enlace](#).




PHOTO BY JULIE BRANAMAN

Wimauma is a largely ignored rural part of the rapidly growing South Shore area of Hillsborough County that is attracting investments in commercial and residential real estate and the attention of people looking for a slice of paradise between Sarasota and Tampa.

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 AGRICULTURE,  
CONSTRUCTION, DIVERSITY,  
ENTREPRENEURSHIP, FOR  
GOOD, GOVERNMENT,

# Media Justice Issues + Challenges

Affordable Housing

Racial + gender equity

Education | STEM

Poverty

Access to healthy food

Entrepreneur ecosystem

Economic equity

Environmental +  
sustainability challenges

Inclusion + diversity

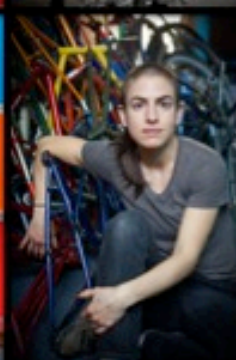
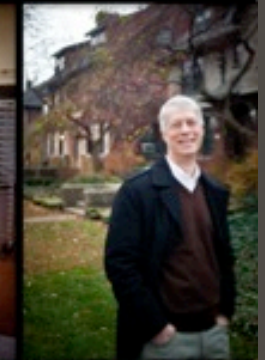
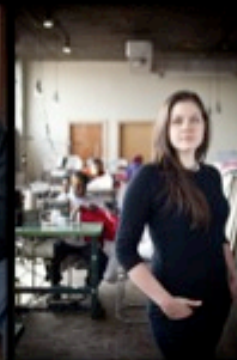
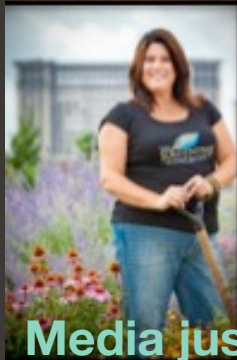
Chronic health issues

Workforce development

Transportation access

Blight + crime







## Media justice transforms communities

Over-the-Rhine  
2007:  
A disadvantaged  
community



Over-the-Rhine  
2017:  
American Planning  
Association named  
Over-the-Rhine one  
of five Great  
Neighborhoods on  
its annual Great  
Places in  
America list





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