### IN THESE TIMES OF FAKE NEWS....

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

### The New York Times



on to turning the gas off, There was just nursing "said a maident of the Journey's End mobile home park, above, in Sarra Rose, Calif., of a wildfook arrival.

#### In California, Residents Flee Walls of Flame

ROTAN PERSONNE OIL AND Accessed by S

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#### Big-Name Actresses Say They Were Harassed by Weinstein

By JOSE EXPERIENCE PACKET, MINAME.

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#### Medical Crisis in Puerto Rico: The Whole Island Is Critical

By FRANCES BORLES

CACUAL PR. - Hery Figures, a deather who went a work without the causes that belief out dyong," and the Figures him broadle, died berk but wink . daughter Linardes, 30, "The exhim brought, died here had wisel. daugher, lieu at IR. Him hidly were untelligen- get sick now." statile solvegited for beneald.

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#### By ADMIPTICIDATED

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Continued on Phys ACII

### BY STEEL MAKER

BLOW TO JAPAN'S IMAGE

Manufacturers Scramble to Inspect Products for Potential Humania

and MALE, BUX BUTTO

10KYO - Ng maruhonawa olds new malestals for the

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Scrutiny of Decorated Detective Raises Specter of Lying as Routine ories, prompting the computer to recall 12 trailing vehicles, though these conditions if the quality of the hinti Monoro and Sunsia Monor hish admitted lard year that they Fortigen the Impaged Sides to S.

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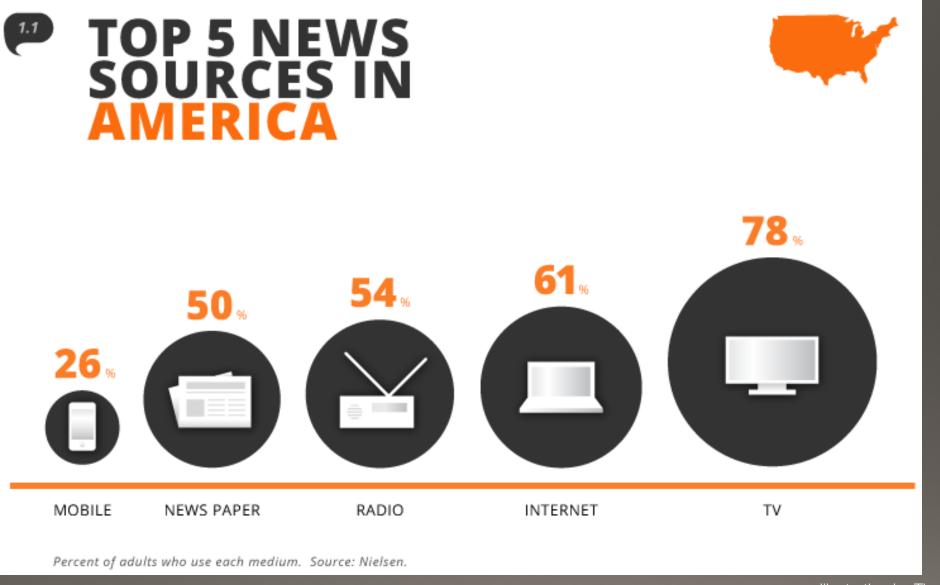
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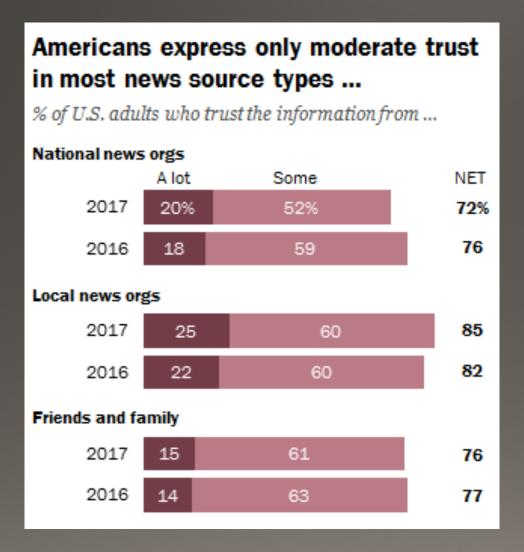
### What is offline **NEWS** today?

TOP OF MIND NEWS ADVERSARIAL CONTROVERSIAL COMPELLING VISUAL KIDS AND DOGS IF IT BLEEDS IT LEADS

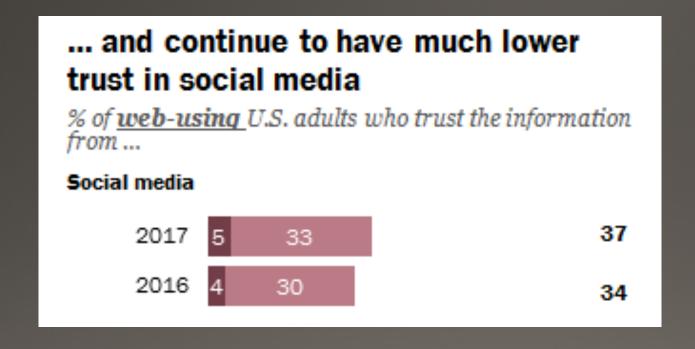
### Where is NEWS today?



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

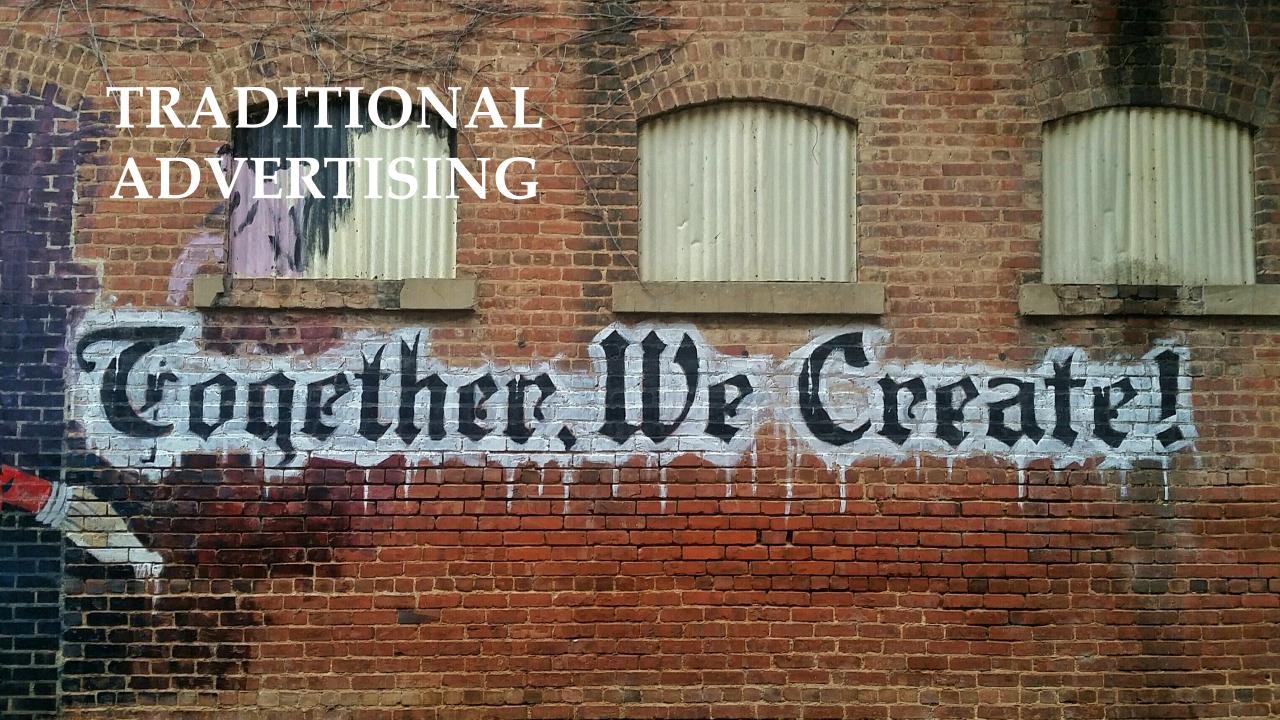


# Key trends in digital and social news media | Pew Research Center 10.4.17



### Where is NEWS on social media?





### 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?



### 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



### 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."

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

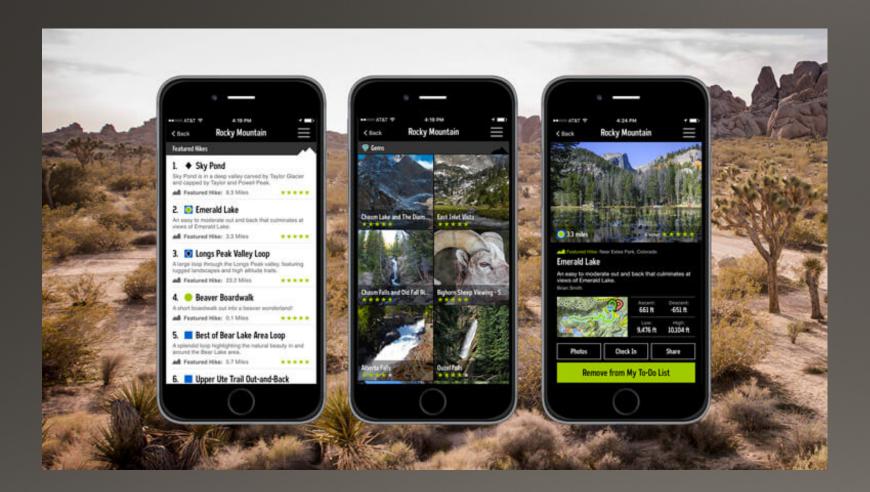






REI Foundation funds 19 national parks forming a multi-year, multi-million dollar partnership

### **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

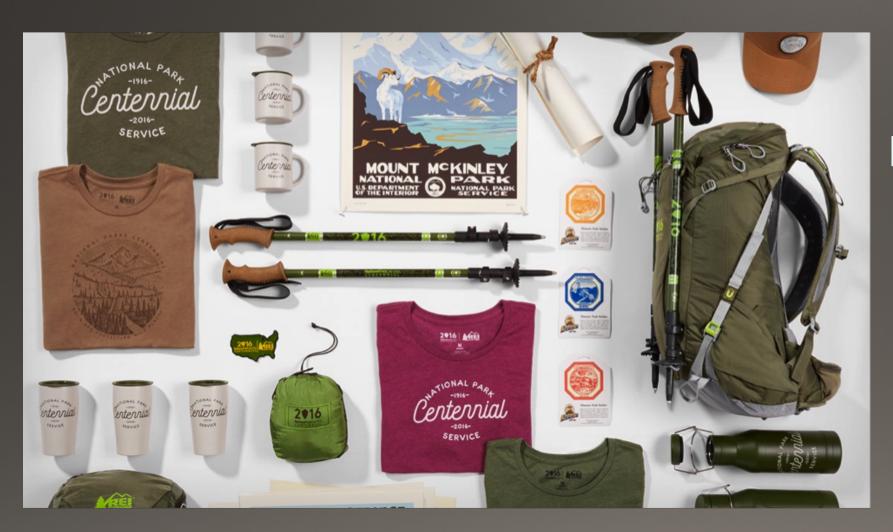
### **STORIES**



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.



### 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**

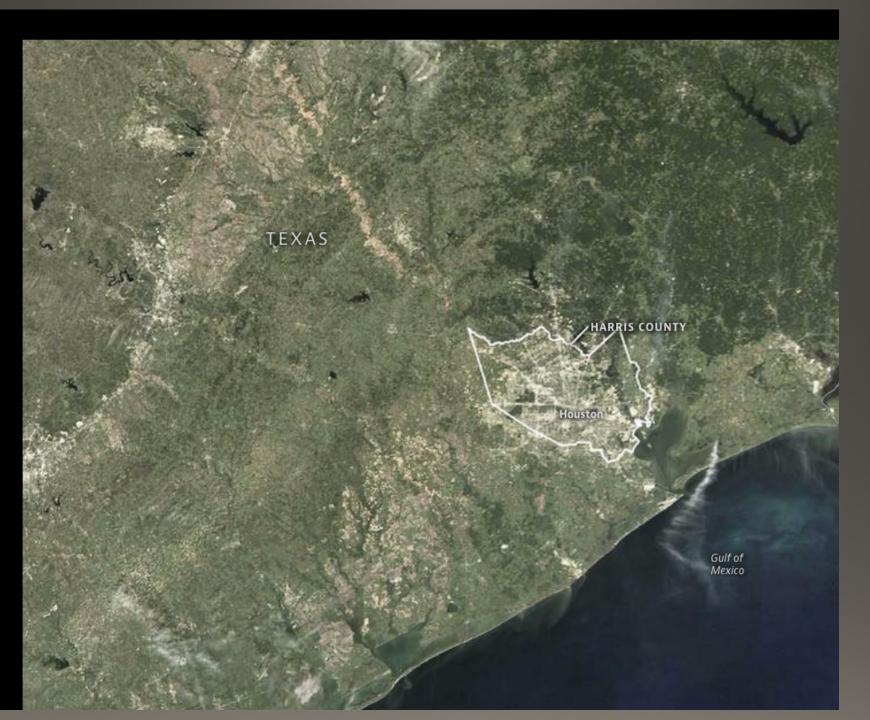
Climate change will bring more frequent and fierce rainstorms to cities like Houston. But unchecked development remains a priority in the famously unzoned city, creating short-term economic gains for some while increasing flood risks for everyone.

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)

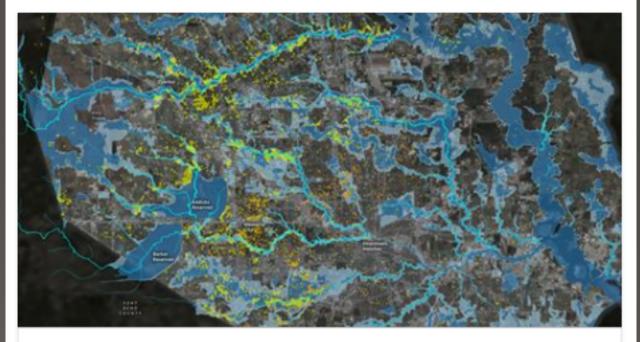
This is part of a series on Houston's flood risk. Read about why Texas isn't ready for the next big hurricane.



### Media at its best



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



# TWISTED PRIORITIES CRITICS SLAM FIRST LADY'S SHOES AS SHE TRAVELS TO TX TUCKER CARLSON tonight - #Tucker



#### THE RUNDOWN

A BLOG OF NEWS AND INSIGHT

**HEALTH SUPREME COURT** 

NATION

# Building simple fences around vacant lots could help reduce crime



1726

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





## This is the new face of American unemployment bloom.bg/2l62KiW



5:20 PM - 27 Feb 2017

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







**KNIGHT** 

























**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



### 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 UM GROUND**

### EDITORIAL FEATURES

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

### ON GROUND Covington

#### Features

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

KAREEM A. SIMPSON | TUESDAY, AUGUST 01, 2017



## **ON UM GROUND**

PHOTOGRAPHY

### ON GROUND North End

#### • Features

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

IMANI MIXON | MONDAY, OCTOBER 09, 2017



## ON THE 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 GROUND Live 6

#### Features

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

TERRYN 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.













LAW, ON THE GROUND, SPEAKER SERIES

# **ON THE GROUND**

### NEIGHBORHOOD TOURS

### ON GROUND Wimauma

#### 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.



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.













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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