



King County

**METRO**

*Moving forward together*

# Ethnic Media Resource Guide

Guía para el uso de los medios de comunicación con  
perspectiva étnica

少數族裔媒體指南

Руководство по оповещению представителей  
различных национальностей

Hagaha Warbaahinta Qowmiyada

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**MESSAGE**

This guide was created for internal use at King County Metro but can be shared with partners with Metro approval. The contributors at King County Metro hope this guide and directory, will give project managers and other team members a starting point for reaching the Spanish, Chinese, Vietnamese, Russian, and Somali communities using their community media channels for informational and marketing efforts

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## Introduction

The purpose of this Ethnic Media Guide is to inform King County Metro team members looking to advertise or conduct campaigns targeted towards the many diverse communities in King County. This information is by no means exhaustive, and outreach among these unique communities is iterative and requires hands-on practice. With support from guides like this and a commitment to community, King County Metro hopes to make communications more inclusive and more culturally appropriate.

### **ETHNIC MEDIA GUIDE**

This Ethnic Media Guide includes two parts. First, this written guide has background information about five different communities in King County and details demographic backgrounds, key information channels, and advertising opportunities for those communities, including Spanish, Chinese, Russian, Somali, and Vietnamese-speaking communities.

Understanding the communities and the ranges of advertising from small “mom and pop” agencies to national vendors is essential for creating equity in how advertising dollars are spent and reaching different audiences within a group. While some advertising mediums may be less technical and less polished, their work is still valuable to their audience and important to King County’s reach.

### **ETHNIC MEDIA DIRECTORY**

Second, the guide includes an Ethnic Media Directory which was updated and adapted from an existing Ethnic Media Directory initially put together by the City of Seattle. This piece is a spreadsheet of ethnic media and advertising outlets across King County and includes resources beyond the five explored in detail in this report.

### **NEXT STEPS**

Of course, there are many other ethnic communities in King County that are not included here. King County Metro hopes to add information about additional groups in the future and will use this report as a foundation.

01



# Spanish Advertising

## Publicidad en Español

## Latino, Latina, Latinx Community Background

The 2010 Census shows there are 755,790 Hispanics/Latinos residing in Washington State, which make up approximately 11 percent of the total state population. About 435,788 are in the Seattle Designated Market Area (U.S. Census Bureau, 2010). Significant numbers of persons of Hispanic origin live in western Washington's largest metropolitan counties, notably King (223,749), Pierce (94,414) and Snohomish (85,186) counties. In Washington State, 64 percent are second or third generation, born in the U.S. and 36 percent are first generation who migrated to the U.S. Eighty-two percent of all Hispanic/Latino immigrants in Washington state identify as Mexican in origin. Eighteen percent identify themselves as non-Mexican. Overall, Hispanics/Latinos tend to be younger and have children at a younger age. According to the Pew Research Center, 18 percent of all students (one in five) in Washington State attending kindergarten to twelfth grade are Hispanics/Latinos. The table below shows the median age of Hispanics/Latinos in the U.S. and provides a comparison for the median age of non-Hispanic white and black populations.

Median Age of Hispanics/Latinos in the U.S. (Pew Research Center, 2010)

HISPANICS/LATINOS	MEDIAN AGE (YEAR)
Hispanics	24
U.S. Born Hispanics	16
Foreign Born Hispanics	37
Non-Hispanic Whites	42
Non-Hispanic Blacks	34

### AN EXPLANATION OF THE TERM LATINX

Latinx is an increasingly popular term used as a gender-neutral alternative to Latino or Latina, intended to describe a person of Latin American descent. Although the term is intended to be inclusive, many people from the Hispanic/Latino community still prefer Latino or Latina. It is essential to be sensitive, aware, and open to learning about different perspectives when it comes to identity labels, similar to preferred pronouns. Additionally, it is

best to consult with a project manager to determine which terms are best to use in each project.

### SPANISH-SPEAKING COUNTRIES & OTHER LANGUAGES

With 82 percent of Spanish speakers in the state of Washington being of Mexican descent, most of the messaging on TV and radio leans towards what one can call "Mexican Spanish." The other 18 percent are from Latin and Central American countries; Venezuela, Colombia, Honduras, El Salvador, Guatemala, etc. There is also a sizeable indigenous community, mainly from Guatemala and Southern Mexico. These communities do not speak Spanish, but rather their native language such as Purépecha, Mixteco or Zapoteco.

# Preferred Information Channels

The Hispanic/Latino audience in the Seattle Designated Market Area is significantly younger than the general market audience. Two-thirds of the Hispanic/Latino audience are under 40 years old, compared to only 30 percent of the English-speaking audience. Older Hispanics/Latinos prefer TV and radio, while the younger generation (under 30 years old) generally receive their information from social media platforms such as Facebook, Instagram, Snapchat, TikTok and more. Recent Mexican immigrants tend to look for and pick up important information from the Spanish language newspapers and publications in the local Latino-owned markets, but that is slowly changing as publications are printing fewer papers due to falling advertising revenue.

## MAIN ADVERTISING AND INFORMATIONAL CHANNELS

For immediate, important updates (i.e. during emergencies), messaging can be best distributed widely via TV and local radio stations that have local on-air talent. Others seek information through social media channels such as YouTube, Facebook or Instagram.

### Television

#### KUNS UNIVISION SEATTLE

Affiliate (with access to Nielsen and ComScore). The station is seen free, over the air with antenna on Channel 52, and is available on all cable and dish systems.

#### TELEMUNDO, KWPX-TV

A virtual and ultra-high frequency (UHF) digital Channel 33, is an Ion Television station. While Telemundo itself does not have local programming, advertising efforts can be coordinated through their Northwest contacts at Effectv. Any advertising with them would be a cable buy in the Seattle market.

### Radio

#### LA GRAND / KDDS 99.3 FM

Syndicated programming, except for the local insert with Carlos "El Pariente" Moreno, 10AM – 3PM (sometimes evenings).

#### EL REY 1360 AM

Programming 24/7, with mostly local on-air talent.

### Newspaper

Spanish-language newspapers are slowly disappearing but are still distributed in smaller, locally owned stores. El Mundo is now online only. All local and state-wide Spanish language newspapers have greatly decreased their number of weekly distributions.

### Independent & Social Media

Local, online programs, such as Plataforma Latina and Actitud Latina, have their faithful followers, but their reach may not justify a large media buy. All rates can be directly negotiated with the media contact, who is often also the influencer. Hispanic/Latino community influencers and social media personalities provide news updates relevant to the local community on various social media platforms. (See Table 3 below for sample media buy with community influencers).

# Media Buy Approach

The information in this section is an example of how one would use advertising dollars to reach the King County Hispanic/Latino community. It does not replace the need to also do a direct mail piece and/or work with a community-based organization to reach this community with your message or offer.

The best method is to work directly with an account executive that works for a specific media outlet. It is helpful to have a relationship with the local account executives. Unlike the general market where 95 percent of media buys are placed through advertising agencies, the opposite is true in Spanish language TV. Most media buys are local, direct media buys and often the station representative can save the client the extra cost of external transcreation, production, and/or the creative concept. If production is required it is extremely helpful to work with persons from the community that understand the culture, language, and other nuances.

If there is not an existing relationship with the account executive, an experienced media buyer who works with all media channels and understands that specific market is helpful in reaching your intended audience. Going with a media buyer is typically a more streamlined approach for you and the media channels since they know what each other needs and how they need to work together.

If you had a short-term campaign (i.e. 3 months or less) that needs to reach the Hispanic/Latino audience in King County with a budget of \$3000, here's a sample of how you might reach your audience. The following rates may differ based upon inventory and project goals and timeline.

**KUNS – UNIVISION SEATTLE**

**Spend \$1,500**

This is likely a pulsed showing week on/week off or just for a month or so. It has high reach and they may also provide social media platform post options to push the message out further.

A stronger more robust push, basic media buy with measurable reach and frequency can run from \$3,000 to \$5,000 a month (Nielsen Ratings and ComScore are available).

**BUSTOS MEDIA (PARENT COMPANY OF KDDS AND KZTM RADIO STATIONS)**

**Spend \$1,500**

To reach a King County audience, note the demographic targets for these stations, and breakdown your spend by station (or preferably use a media buyer). A minimum spend for one of these stations would be at least \$300.

Typically, a script is submitted by the client (preferably already translated) and the show host will read the message like a PSA (public service announcement). Stations can also provide voice talent for most types of scripts or will accept audio files and run those on the station if voice talent is procured by the client (you).

**DIGITAL & SOCIAL MEDIA ADVERTISING**

Another key component of advertising to the Hispanic/Latino community is through digital advertising. This typically includes digital banner ads as well as social media ads. Work with a media buyer (i.e. KW Media, Bridge Latino, Maria Sotelo); establish your budget, your timeline, the geographic area you would like your ads to cover, which languages you will be advertising in and which ad network you would like to use. Generally, the Google Ad Network is the most common although there are others available.

Social media advertising is done primarily through Facebook and Instagram ads and can be easily targeted by language. Although there are some limitations to targeting ads on Facebook (and Instagram), you can work with the media buyer to determine how best to target your priority audience. For example, in addition to language, you can target by income, geography, and interests.

# Sample Pricing for Media Buys

As of September 2020

RADIO STATION	AGE DEMOGRAPHIC	DAY/TIME	30 SECS	60 SECS
<b>KDDS: La Grand Seattle 99.3 FM</b>	18 – 50	Monday – Friday / 6AM – 7PM	\$42	\$65
		Saturday – Sunday / 10AM – 7PM	\$43	\$66
<b>KZTM: La Zeta Seattle 102.9 FM</b>	18 – 40	Monday – Friday / 6AM – 7PM	\$35	\$45
		Saturday – Sunday / 10AM – 7PM	\$30	\$45
<b>El Rey 1360 AM</b> Rotator spots: run on-air in a broad timeframe	18 – 65	6AM – Midnight	\$15	\$50
<b>Radio Luz</b> Specializes in religious and spiritual messaging	25 – 55		\$20	\$40

AGENCY/SOCIAL MEDIA INFLUENCER	COST	TIMEFRAME	PACKAGE INCLUDES
<b>Plataforma Latina</b>	\$1,000	1 month	5, 5-minute interviews pre-recorded and edited (1 per week) 1-hour forum transmitted via Facebook, Instagram, and Plataforma Latina website
<b>Lupita Zamora</b>	\$800	2 months	5 Facebook posts Radio promotion 20-30-minute interviews via Zoom/Facebook live
<b>Sandra Maqueda</b>	\$750	5 weeks	3, 30-minute interviews in live studio, via phone, or via Zoom
<b>Oye Productions</b>	\$1,450	1 month	3 (weekly) Facebook posts 1, 30-minute community forum 3, 5-minute interviews

# Samples of Effective Media Engagement

IMAGE 1.1



Digital & Print Ad, La Raza Newspaper – ORCA Youth “Find Your Freedom”

IMAGE 1.2



Facebook Ad – Alaskan Way Viaduct

# 02



## Chinese Advertising

## 中文廣告

### Chinese Community Background

According to the American Community Survey, people who speak Asian languages at home account for 10 percent of the population in King County, followed by Spanish at 4.5 percent (U.S. Census Bureau, 2010).

Seattle’s foreign-born population has increased by 40 percent in the past ten years. Of the Asian population, 4.1 percent are Chinese with origins in mainland China, Hong Kong and Taiwan. The following table shows details of the Asian and Pacific-Islander population in Washington State.

ASIAN & PACIFIC-ISLANDER POPULATIONS IN WASHINGTON STATE	
Population	738,211
Median Household Income	\$78,800
Median Age	37.2
Average Household Size	2.92
Average Family Size	3.45
Marital Status	57.7% Married
Owner-occupied Housing	59.4%
Highest Educational Attainment (25+)	25.7% Bachelor’s Degree

#### CHINESE LANGUAGES

There are multiple spokenforms of the Chinese language, the two most common are Cantonese and Mandarin. Cantonese is primarily spoken in Hong Kong, Macau, Guangzhou, and Southern parts of China. Mandarin is spoken in Mainland China and Taiwan. Both Cantonese and Mandarin are spoken in Malaysia and Singapore. A King County demographic report shared that about 51,000 King County residents speak Chinese, with an even split between Cantonese and Mandarin. As for written Chinese, Cantonese and Mandarin are written in the same way, although there are two forms: Traditional and Simplified Chinese. It is understood that both young and older adults can read Traditional Chinese, but not all generations can read Simplified Chinese. King County’s standard is to transcreate materials into Traditional Chinese to capture the largest audience.



# Preferred Information Channels

## Television

The Chinese and Asian communities in King County have a wide array of media outlets, including AATTV/Asian American TV (formerly known as "All American TV station") was founded in 1993. It is the only Chinese TV station in Washington State, headquartered in Seattle. Programming airs in Mandarin, Cantonese, and Vietnamese.

## Newspaper

There are several local newspapers and journals, mostly in Traditional Chinese. Some offer English language versions, as well. Each of the newspapers have a website and online versions available for advertising.

Some of the preferred outlets include NW Asian Weekly, Seattle Chinese Post, International Examiner, and Epoch Times.

## Online Platforms

Digital advertising is another key avenue for reaching Chinese-speaking communities. King County Metro has run successful Chinese advertising campaigns through Facebook and Instagram as well as through general display ad buys.

### WECHAT

A multi-purpose Chinese social media platform used for messaging, mobile payments and sharing, is extremely popular. This platform should be considered for advertising to the Chinese community, although there may be barriers and unique requirements for running advertisements on WeChat because it is based in China. Nonetheless, it is worth checking with your media buyer to learn if WeChat advertising is an option.

## Radio

### KXPA AM 1540

A 5000-watt full-service multicultural radio station. Blending talk, music, sports, variety, and public affairs, providing a unique media voice for western Washington's fastest-growing diverse communities. This station has a broad reach among Chinese listeners in the Seattle metropolitan area. The radio station broadcasts Monday through Sunday and features independent hosts and shows providing programming in Cantonese and Mandarin throughout the day in different time slots.

### KKNW 1150

An alternative radio station for Chinese Radio in Seattle. It has programming in Mandarin, Monday through Thursday from 9PM to 12AM, and Friday and Saturday from 7PM to 12AM.

IMAGE 2.1



China Press Weekly available online and via the phone application WeChat

## International Examiner Readership Age Demographics

AGE RANGE	PORTION OF READERSHIP
18 – 24	11%
25 – 34	30%
35 – 44	15%
45 – 54	10%
55 – 64	16%
65+	16%

### NOTE

The table above provides the readership age demographics for the print and online version of the International Examiner, a free biweekly Asian American newspaper based in Seattle's International District. Generally speaking, print newspapers reach an older audience. Approximately 40 percent of readers are 55 and older. Whereas online newspapers reach a younger demographic, approximately 63 percent are ages 18 to 44 (International Examiner).

# Media Buy Approach

The Asian TV and radio advertising opportunities must be negotiated directly with a sales manager or representative at each station. Rate information is based on many variables including available inventory, overall dollars invested and length of the campaign.

## Digital Advertising

Your advertising campaign should include a digital component for Chinese audiences. It could include Facebook advertising and a general digital ad display network, such as Google.

## Newspaper

Traditional color ads on the popular newspapers run from about \$200 to \$1500, depending on size, placement, and frequency. Most newspapers also offer banner ads on their web versions with rates like print advertising.

# Samples of Effective Media Engagement

IMAGE 2.2



Direct Mailer Ad – South King County Just One Trip Program

IMAGE 2.3



Digital Ad – “Be in the Know” COVID-19 Campaign



# Russian Advertising

Оповещения для  
русскоязычной  
аудитории

## Russian Community Background

Based on 2010 U.S. Census data, it's estimated that between 150,000 and 200,000 Russian and Ukrainian speaking people currently live within King, Snohomish and Pierce counties. Exact demographic numbers are not available but based on the interaction with the local radio show hosts, they have determined that their listeners are mostly age 30 and older, and they estimate 65 to 75 percent of the community tune into their radio shows.

There are community organizations in the area, including the Russian Community Center Seattle, and the Chabad of Shoreline which caters to the Russian Jewish community. The Russian Consulate Offices in Seattle closed in early 2018.

# Preferred Information Channels

## Radio

There are currently only two options for the Russian speaking Community and both those avenues are radio.

### RADIO CONTINENT ON KXPA 1540 AM

Hosted by producer, Igor Hais. The show airs Monday through Friday from 7AM to 9AM.

### IT'S NOT EVENING YET ON KKNW 1150 AM

Hosted by producer, Stella Ivanov. This show airs Thursday and Friday from 6PM to 7PM.

Since radio is the only medium available there is limited information needed for a sample media buy. The radio spot rates are listed below. Special discounted rates are offered to government agencies and non-profit organizations. Additional discounted rates would be based on the overall volume of advertising community.

### Russian Radio Advertising Rates

TIME	RATE
30-second	\$10/spot
60-second	\$20/spot

Older Russian adults tend to work with community-based organizations to receive information, but most of the community has smart phones and computers therefore digital advertising is a successful tool for information sharing and awareness.

## Newsletter

Russian World, the only newspaper reaching the Russian community in the region is now closed.

## Digital Advertising

King County Metro found that digital advertising in Russian is a reliable way to reach this community. Ideally digital ads on social platforms and within the general display network would be combined with other advertising and outreach efforts. Digital is an important part of a campaign to reach the Russian speaking community. Older Russian adults tend to work with community-based organizations to receive information, but most of the community has smart phones and computers therefore, digital advertising is a successful tool for information sharing and awareness.

# Samples of Effective Media Engagement

IMAGE 3.1



Metro Transit Bus Ad – South King County Service

IMAGE 3.2



Digital Banner Ad – North Link Connections Community Engagement

04



# Somali Advertising

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## Xayeysiinta Soomaalida

## Somali Community Background

There are about 10,904 Somali people in the entire state of Washington, according to the 2010 U.S. Census.

### ARRIVING IN SEATTLE

Refugee assistance groups with offices in Washington, such as the International Rescue Committee and World Relief, have assisted Somali immigrants resettled in the Seattle area. They have joined a small Somali community that came to Washington in the 1970s and 1980s. Many of these earlier immigrants came to Washington as high school and college students, or to work as engineers at Boeing.

Somali immigrant numbers quickly grew after a civil war erupted in Somalia in 1991. Some Somali immigrants developed mutual aid societies to help newly arrived Somalis get established. Some incorporated as non-profit organizations, such as Somali Community Services of Seattle. Others were more informal, with groups of people working together to help each other. It is a hallmark of Somali society that people unhesitatingly help each other. This tradition has continued in Seattle with one difference. Clan distinctions, which have torn Somalia apart, do not determine people's associations here. While still acknowledged, clan differences are secondary to being a fellow Somali.

Somalis in Seattle are predominantly Sunni Muslims. Some attend long-established mosques while others go to more recently established mosques, such as Masjid Al-Karim and Masjid Abu Bakr that Somali immigrants have founded. There is also a small but growing community of Somali Sufis.

**NOTE** Information for this section was collected from [HistoryLink.org](https://www.historylink.org)

## Preferred Information Channels

In doing this research on the Somali community, it was found that their online TV, online newspaper, social media and podcasts, all have a following. Runta tends to do more bilingual stories and reaches a much younger audience who are second generation Somalis. The podcast, Nomadic Hustle, appeals to the younger generation, and is mainly in English.

### SOMALI MEDIA OUTLETS

The following are a list of popular media outlets among the Somali community.

#### NOMADIC HUSTLE

Podcast that appeals to the younger generation and is mainly in English.

#### RUNTA (THE TRUTH)

A newspaper that is now online only.

#### SALAXLEY TV

Somali TV channel also mainly viewed on YouTube, salaxleytv.com.

#### SOMTV-SEATTLE

Somali TV channel, mainly viewed on YouTube and via social media platforms, somtv.org.

#### SOMALIVOICES OF NORTH AMERICA

A public Facebook group, also has a Twitter presence.

## Media Buy Approach

Many of the media outlets we reached out to did not provide responses about the media packages or pricing. It is likely the difficulty in making contact was exacerbated by the ongoing COVID-19 pandemic during the creation of this guide, which has certainly impacted many of these small media groups.


However, Bereket Kios, Chair of the Washington African Media Association (WAMA), suggested that all advertising for the main three groups, Somalis, Ethiopian and Eritrean, typically goes through WAMA.

# Samples of Effective Media Engagement

IMAGE 4.1

**Hoos u dhacaa adeegga King County Metro sabab la xariirta aafada COVID 19.**

Xog badan ka ogoow si aad ula socoto wararka ugu danbeeya ee isbadalada adeegyada Metro ee safaradaada muhiimka ah.









**King County METRO**  
Moving forward together

Metro Website – Healthier Metro Campaign

IMAGE 4.2

**Sida Metro u dhawrayso badqabkaaga**

Anagoo talo ka qaadana Public Health – Seattle & King County (Waaxda Caafimaadka Dadwaynaha - Seattle iyo Degmada King) iyo Centers for Disease Control and Prevention (CDC, Xarunta Kahortaga iyo Xakamaynta Cudurada), waxaan samaynaynaa wax kasta si aan u dhawrno badqabkaaga sida ugu wanaagsan ee macquulka ah, ayna ku jiraan:

 <p>Marinta daawada jeermiska gaari kasta maalin kasta</p>	 <p>Qaab ka dhigida in maaskaro la xidho</p>	 <p>Hawo sifeeyaasha oo la casriyeeyay</p>
 <p>Kala fogaanshaha dadka</p>	 <p>Gaynta basas dheeraad ah wadooyinka mashquulka badan</p>	 <p>Kala qaybinta la xariirta badqabka</p>

Digital Ad – “Be in the Know” COVID-19 Campaign



# Vietnamese Advertising

## Quảng Cáo Tiếng Việt

## Vietnamese Community Background

### COMMUNITY STRENGTH

The local Vietnamese community is a very tight-knit group. Since they are a relatively new immigrant population, the community tends to be cohesive. In the forty-some years since the Vietnamese began immigrating in large numbers to the United States, they have thrived and prospered and contributed to the local economy. According to the 2007-2009 American Community Survey, they rank second among Asian groups who own their businesses, most significantly restaurants, nail salons, beauty schools, construction, and landscaping (U.S. Census Bureau, 2007-2009). In the Puget Sound almost half of the Vietnamese adults have a college degree.

### DEMOGRAPHICS

The Vietnamese community does not fit into one age category and includes both young and older adults. In 2008, the American Community Survey reported approximately 72,000 Vietnamese reside in Washington state. Community leaders estimate upwards of 100,000. Local Vietnamese are a highly visible and close-knit ethnic community. They comprise the third-largest Asian population in Washington, King County and Seattle.

The majority identify as Catholics (over 50 percent) and Buddhists. The church and temples play a significant role in the socialization of the community.

### NOTE

Information for this section was gathered from both the American Community Survey and a conversation with Julie Pham, Ph.D., whose family owns the local newspaper, Northwest Vietnamese News.



# Preferred Information Channels

## MEDIA PREFERENCES

The older generation prefers to receive information in Vietnamese. They access information through newspapers and television. However, a once-popular channel, Saigon Broadcast TV is no longer available.

The younger generation (under 35) tend not to read or write Vietnamese, although they may speak it. Their preferred method of getting information is primarily Facebook. The table below lists the main Vietnamese print newspapers that serve as information sources to the Vietnamese community within King County; all are published weekly.

## GOVERNMENTAL TRUST

Like most immigrant populations, the Vietnamese are often wary about giving up their personal information to government entities. While there is a high rate of naturalized citizens, there are also some undocumented members. For example, exchange students who stay past their Visa residency. For the naturalized citizens of the community, trust has developed. For example, with the Census, there is a level of understanding as to why it is necessary that the community participates and is counted. Overall, the community does trust information from the local government.

## CULTURAL SENSITIVITIES

The Vietnamese are the most linguistically isolated of the major Asian groups in Washington and have a much higher preference for reading news in their native language. The number of Vietnamese-language schools has quadrupled in the past 15 years, indicating a trend to encourage the preservation of the Vietnamese language. Over 50 percent report they speak English "less than very well." Table 8 below shows the general breakdown of language preferences by age and media type among the Vietnamese community.

# Media Buy Approach

In reaching out to King County Vietnamese speaking residents of all ages, a campaign needs to have a mix of print and digital advertising. Select one or more Vietnamese print newspapers, add in digital advertising on Facebook and a general display digital ad buy to reach people not on Facebook and on websites they frequent. Many Vietnamese newspapers offer online advertising in addition to their print or earned media opportunities as well

NEWSPAPER	ONLINE	PRINT	READERSHIP (IF AVAILABLE)
Northwest Vietnamese News / Người Việt Tây Bắc	Yes	Yes	5,000
Vietnamese Today Weekly News / Người Việt Ngày Nay (English version of Northwest Vietnamese News)	Yes	Yes	
Phuong Dong Times	Yes	Yes	
Seattle Viet Times	Yes	Yes	5,000

AGE RANGE	LANGUAGE PREFERENCE	PRINT NEWS	ONLINE NEWS	SOCIAL MEDIA
5-35	Speak Vietnamese don't read English		Yes	Facebook, Instagram
35-65	Both Vietnamese and English	Yes	Yes	
65+	Mostly Vietnamese	Yes		

**NOTE**  
Information gathered from local community members and leaders

# Samples of Effective Media Engagement

IMAGE 5.1



Digital Banner Ad – South King County Service Change

IMAGE 5.2



Digital Banner Ad – North Link Connections Community Engagement

