



ETHNIC MEDIA PROGRAM

OIRA defines “ethnic media” as any communications outlet that intentionally produces news stories and other informational and/or entertainment content for a particular cultural or linguistic group or ethnic community in the U.S. In Seattle, the largest communities served by ethnic media are Black, Indigenous, and People of Color communities, including Chinese-, Korean-, Spanish-, and Vietnamese-speaking immigrants, as well as African American residents.



Seattle
Office of Immigrant
and Refugee Affairs

About Us

The mission of the Office of Immigrant and Refugee Affairs (OIRA) is to improve the lives of Seattle’s immigrant and refugee communities through policies, programs, services, and community engagement.

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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 cover current events from their country of origin.

For the City of Seattle, effectively reaching immigrant communities means making sure both 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. You can always find the most current directory at: seattle.gov/iandraffairs/EMP.

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 organizations to access City information. For instance, OIRA prioritizes releasing relevant translated press announcements to certain 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 are invited to these intimate events where they can ask the Mayor questions about any City issue.

Ethnic Media Program (EMP)

Providing equitable outreach to immigrant and refugee communities requires an ethnic media component. EMP manager Joaquin Uy is able to provide 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.