



ENHANCING OUTREACH & COMMUNITY ENGAGEMENT



OVERVIEW

Introductions

Discussion

Q&A



Jasiri Jenkins-Glenn

DIRECTOR OF COMMUNITY ENGAGEMENT
PASADENA MEDIA | PASADENA, CA

Jasiri first became involved in Community Media at Santa Cruz Community TV in 2015 as a producer and member of their Volunteer Advisory Committee (VAC).

She became a Community Producer at Pasadena Media in 2019 and has been leading the Community Engagement team for almost two years.

FOCUS

- Relationship Building
- Strategy Development
- Community Partnerships



Maricela Hernandez (she/her)

OUTREACH & DEVELOPMENT COORDINATOR

CMAC | FRESNO

I've been with the organization since May 2018, and it's been a journey of growth and transformation. From the ground up, I've watched my role evolve into something I never could have imagined when I first joined. Every day is a chance to push boundaries, make an impact, and keep building on the work we're doing.

A perpetual student of life, I'm always here to listen, learn, and share a good laugh along the way.

FOCUS

- Graphic Design
- Partnership Development
- Digital Content Management



Becca King Reed (she/her)

EXECUTIVE DIRECTOR

COMMUNITY TV | SANTA CRUZ

I've been with CTV since January 2015. I came from broadcast TV. Public Access was a whole new animal for me. It challenged my thinking about content, staffing, budgets and revenue.

The thing I have enjoyed the most is developing community partnerships. Those relationships have made it possible to deliver on CTV's mission in a big way on a small budget.

FOCUS

- Strategic Planning
- Mission
- Finances



Community Media Centers

What they look like

PASADENA MEDIA

Serves the City of Pasadena and surrounding areas

STAFF

16

Full-time/
Part-time

DEPARTMENTS

- Community Engagement Team
- Production Team
- 4 channels: Public, Education (2), and Government

SERVICES

- Free training classes
- Reasonable producer rates
- Internships
- PMN's, PSA's, Bulletins, & Shows

CMAC

Serves the Fresno and Clovis region

STAFF

20

Full-time/
Part-time

DEPARTMENTS

- Community Media Team
- Operations Team
- Outreach & Engagement Team

SERVICES

- Pay what you can annual membership
- Workshops
- Programs
- Events

COMMUNITY TV

Serves Santa Cruz County

STAFF

3

2 Full-time
1 Part-time

DEPARTMENTS

- Operations & Gov. Services
- Membership
- Partnerships

SERVICES

- Paid and Free annual membership
- Workshops
- Programs

Outreach Strategies



What are we doing?

Tabling Events

Strategic approach

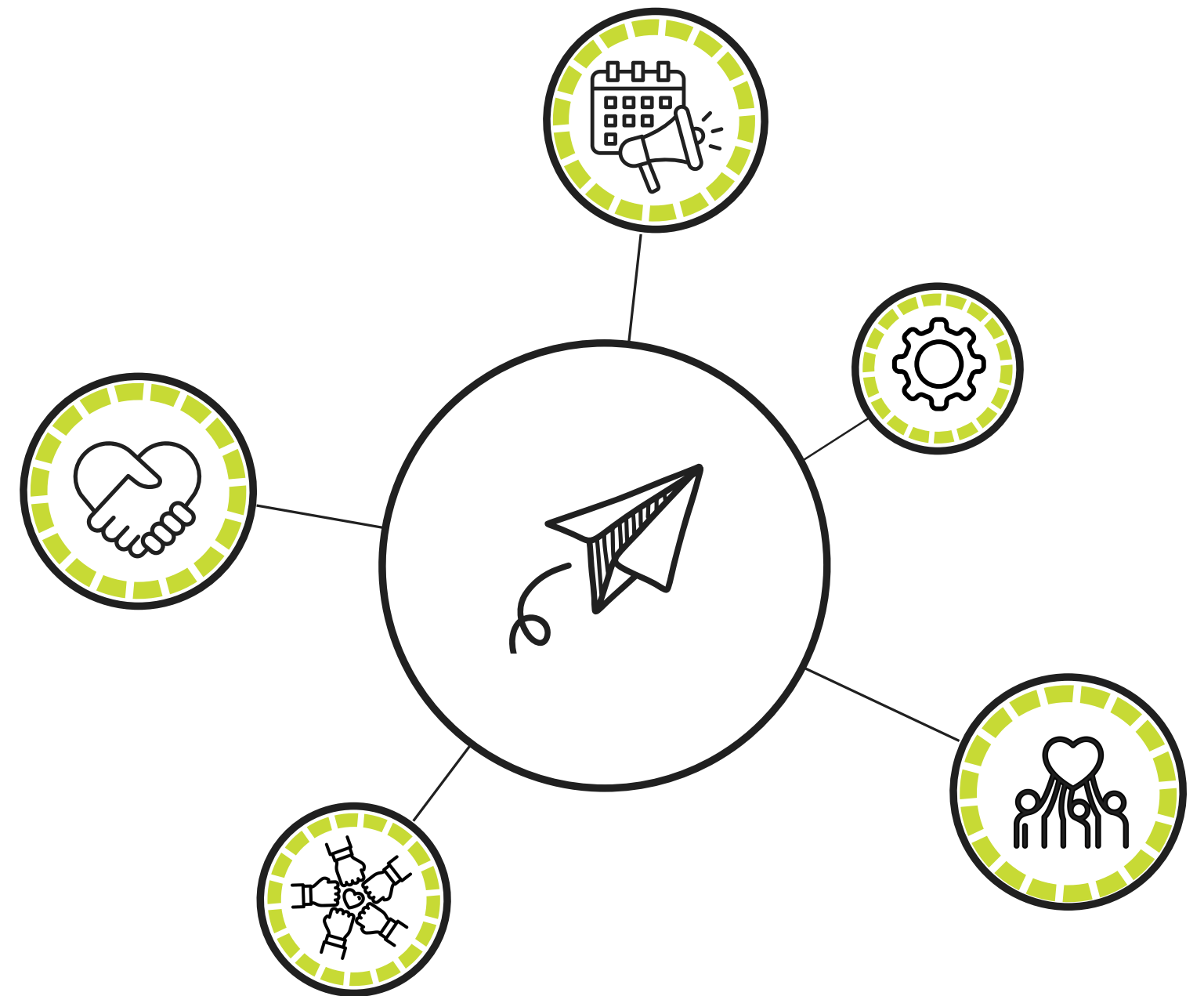
By maintaining a strategic and intentional focus on tabling, we continue to strengthen its role as a community media hub, fostering deeper engagement and outreach.

Stats

2017 - 2022: Less than 5 per year
2024: Attended 16 events
2025: Already attended 6 events
and plan to surpass last years total!

Take Away

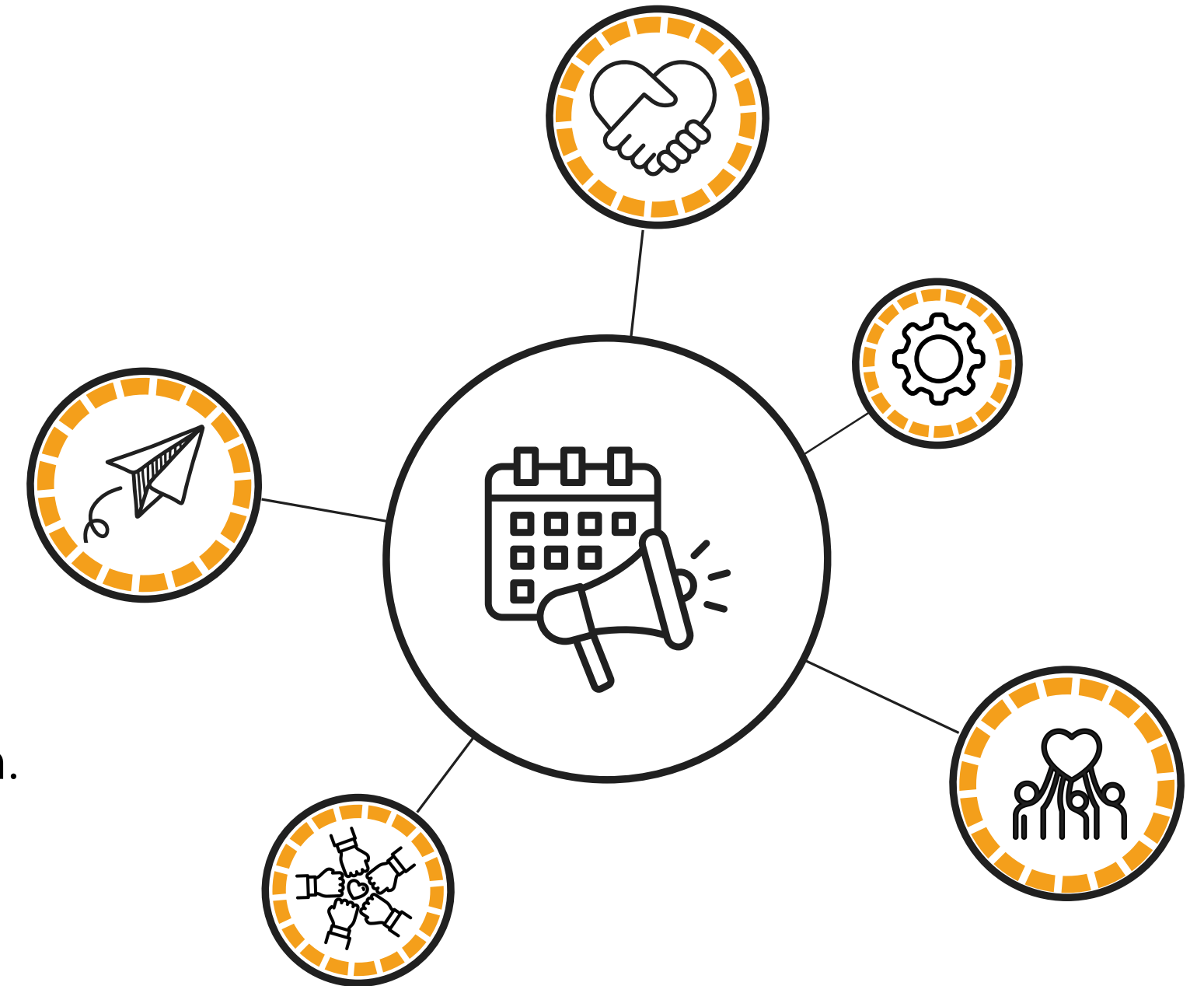
Then: Attended tabling events by invite only
Now: Due to intentional efforts, we seek less, and receive more invitations to be at events



Monthly Events

Strategic approach

Engage with the community through a variety of events that serve multiple purposes, from networking to education.



External

Happenings with community groups to further share who we are and what we offer.

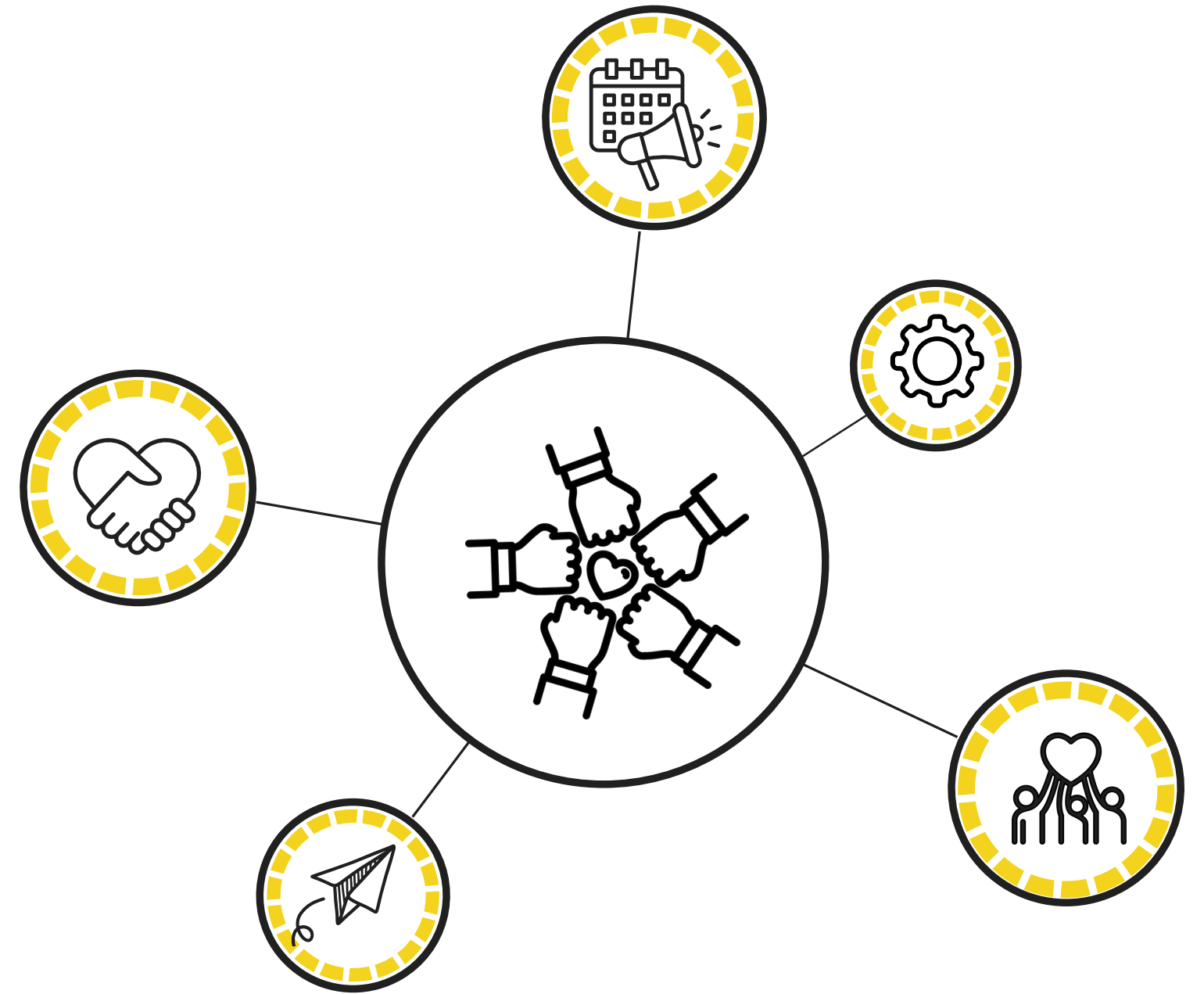
Socials

Space for networking and assisting members in getting to know one another & staff better.

Workshops

Allow us to educate members and non-members on being smart media consumers and producers.

Community Partnerships



Doing more with less.

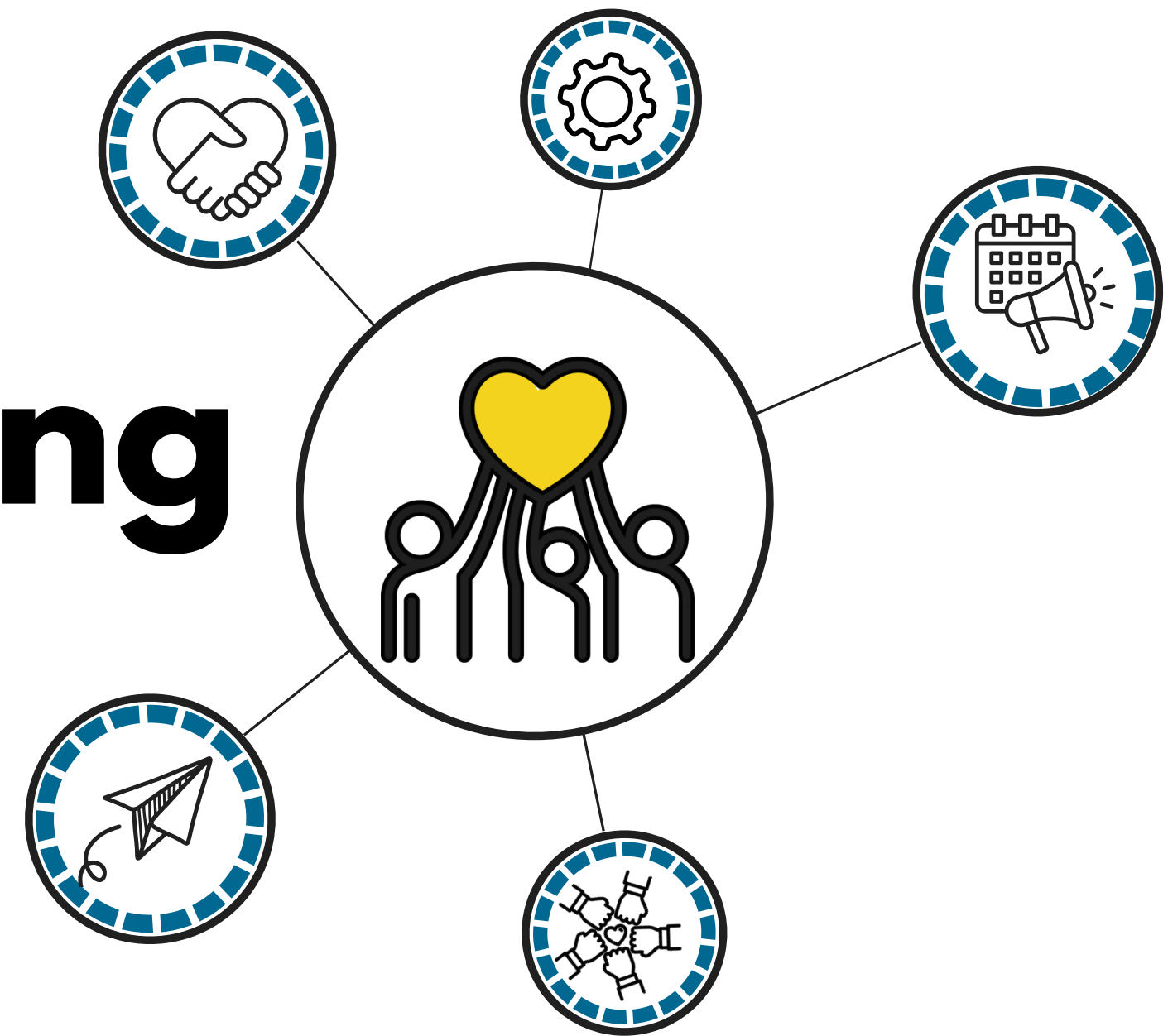
The How...

Relationship Building

It's All About Relationship Building

Strategic approach

Relationship building begins with relating to our community. It relies on going to events hosted IN the community and HOLDING events bringing the community to us.



Community

We make our presence known at events hosted throughout the city (e.g. parades, festivals, & NGO meetings and events).

Engaged Staff

Every member of our team works to their strength allowing us to make the greatest impact.

Heartbeat

We keep a pulse on what's happening in and throughout our community and pivot accordingly.

The background features a vibrant yellow and orange illustration. In the center, a man with a beard is shown from the side, wearing a white t-shirt and a grey apron, focused on painting a large tiger mask. The tiger mask is highly detailed with stripes and a fierce expression. Below the mask, a banner reads "El Dios de los tres". The scene is surrounded by various decorative elements, including a snake, a flower, and several starburst patterns. The overall style is artistic and celebratory.

Outreach & Engagement

Tips & Tricks

OUTREACH & ENGAGEMENT TIPS

KNOW YOUR AUDIENCES

**BUILDING COMMUNITY
PARTNERS**

FRIENDRAISING

**DON'T BE THE BEST KEPT
SECRET IN TOWN!!!**



Next up...

Q & A

STAY CONNECTED!

BECCA KING REED

Executive Director

BKINGREED@COMMUNITYTV.ORG

JASIRI JENKINS-GLENN

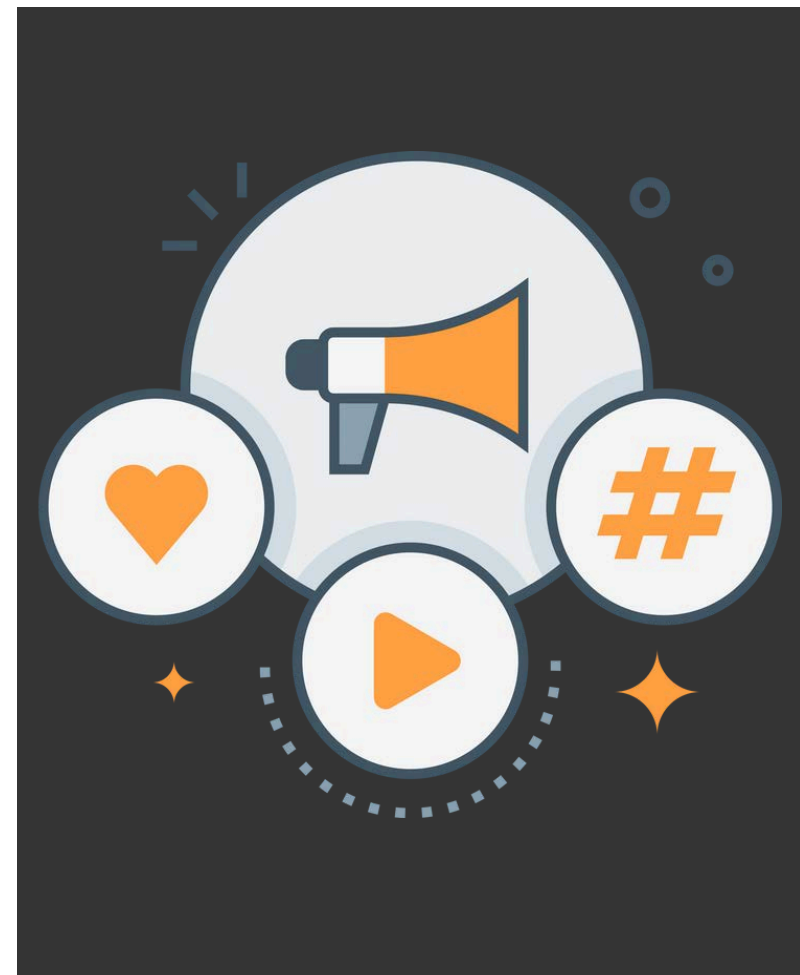
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MARICLEA HERNANDEZ

Marketing & Development Coordinator

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**COMMUNITY
TELEVISION**



**PASADENA
MEDIA**



CMAC





Thank
you!