

# Making the most of the ethnic media

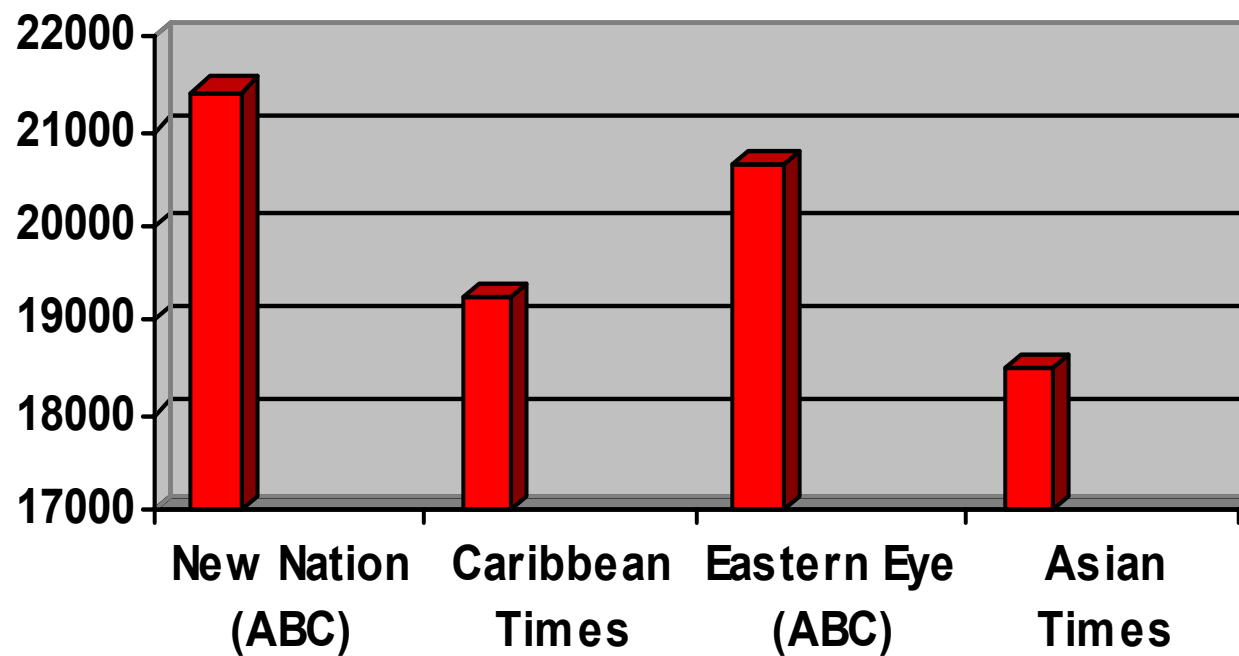
An approach to raising your profile  
within the minority ethnic  
communities of the UK

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# 1. First steps

- Research - who is the ethnic media and who are the key personnel
- Build the relationship - personal contact, sending information, understand their ethos
- Tailor your messages for confluence with their editorial standpoints
- You are not doing them a favour - they may well do one for you!

## 2. Ethnic Press and its Penetration

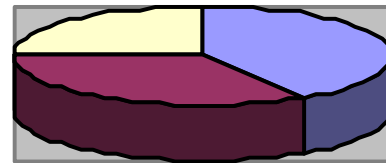


## 3. Afro-Caribbeans in the UK

### Afro-Caribbeans

**Mixed/Blk.  
Brit**

**25%**

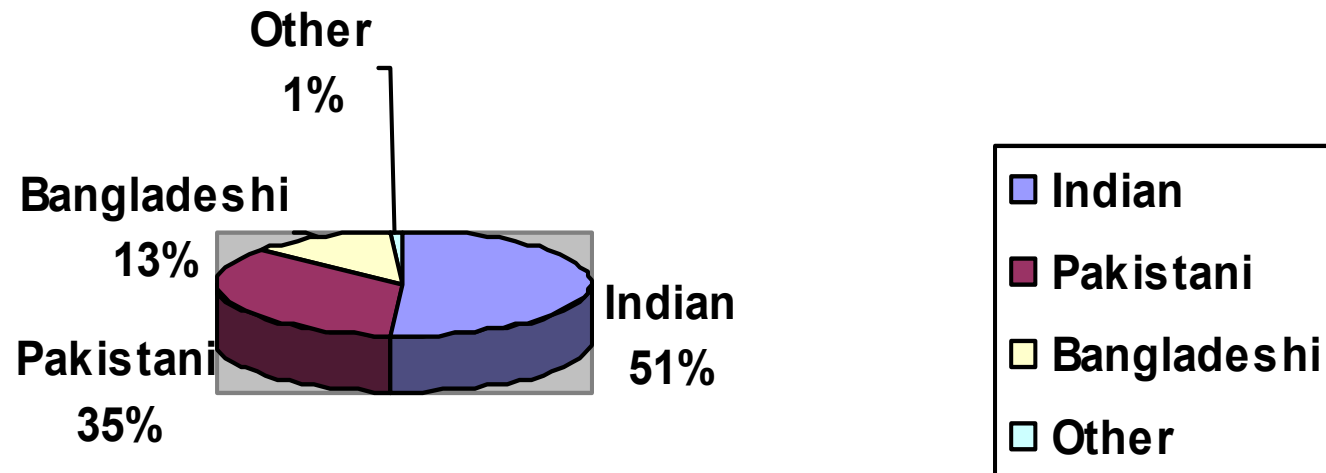


**Caribbean**  
**41%**

**African**  
**34%**



## 4. Asians in the UK



## 5. Formulating Key Messages

- Confluence of interests between the communicator and the audience
- Use the right vehicle to encode the message
- Tone of voice
- Example - Recruiting minority ethnics to the Army!

## 6. Adapting to the needs of the community

- Salient interests of the communities:
  - Employment
  - Arts and entertainment
  - Campaigning issues
- Features and special Events
- Amplifying the minority ethnic point of view by using national and other media

## 7. Other Media

- Strengths and weaknesses of broadcast media:
  - Immediacy
  - Strong- whole family interest
  - Powerful impact
  - but short lived and requires repetition.
- Media strategy requires a mix of static and mobile media.

## 8. Who has engaged

- BT
- Mercedes Benz
- BMW
- 3
- Islamic Banks
- B&Q
- Price Waterhouse Coopers
- Cadbury
- Moneygram
- Western Union
- Barclays Global Investments