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City of Boston: Office of Participatory Budgeting **Idea Submission Media Strategy**

Prepared by ASG, May 2025



2024-2025 Cycle

Campaign impact:

3.5MM+ total impressions and nearly 20K digital clicks

10 press placements plus interview opportunities

1,200+ ideas submitted and 4,400+ votes cast

Tactics:

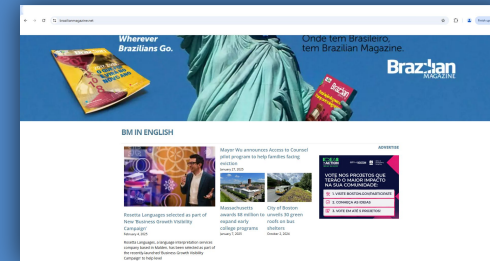
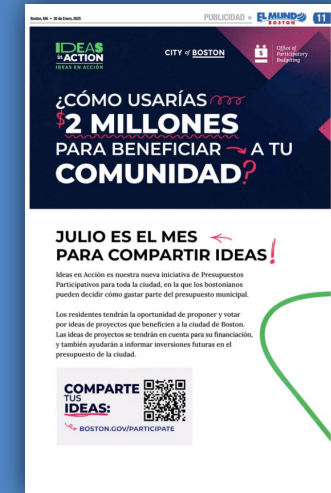
Earned media, radio, newspaper and transit ads.

6 Languages:

English, Spanish, Haitian Creole,
Brazilian Portuguese, Simplified Chinese, Vietnamese.

Key Outlets:

WGBH, WBUR, The Boston Herald, WBZ Radio, Dorchester Reporter, East Boston Times, BU Free Press, El Mundo, Mega 96.5, and Radio Tele Boston.



Audience

Reach **diverse Boston residents** with
culturally competent and **language-accessible communications**
to engage them in the participatory budgeting process.

Our communications strategy will reach residents across
diverse identities, neighborhoods, and ages.

English, Spanish, Haitian Creole, Brazilian Portuguese, Simplified Chinese, Vietnamese

Ideas: Earned Media Strategy

- **Highlight selected ideas** being prepared for summer & fall implementation.
- **Spotlight the residents** benefiting from projects as implementation begins where possible.
- Provides feel-good angle for reporters & shows payoff for residents to engage them this cycle.

- **Mainstream media**, priority on outlets with most impact last cycle (Ex. WGBH)
- **Local media**
(Ex. Dorchester Reporter, Baystate Banner)
- **Ethnic media**
(Ex. El Mundo, Radio Tele Planet, SAMPAN)

- **Op-ed**, similar to last year with refreshed 25-26 cycle angle but same human storytelling approach.
- **Interview and quote opportunities**, with special focus on nimble approvals for timely opportunities.

- Explore **training nonprofit partners for media opportunities** to further extend reach in media and align the narrative for consistency with the City's message/positioning.

Alternately, explore providing a one-pager with talking points.

Ideas: Paid Media Strategy

Purpose: Create awareness to compliment digital tactics.

Suggested Placements:

- Bus Tails
- Bus Interior Car Cards

Languages: English // Spanish

Purpose: Highly-trackable digital ads that reach the widest range of audiences, from young millennials to older boomers across languages. We'll expand the reach of earned media while laying a base of digital versions of the outdoor ads.

Audience reach:

English ~200K // Spanish ~64K // Brazilian ~9K

Purpose: Create awareness to compliment digital tactics, especially with older and ethnic audiences.

Suggested Publications:

- Bay State Banner (English)
- Dorchester Reporter / Haitian Reporter (Haitian Creole)
- Sampan (Simplified Chinese)

Purpose: Spotify's reach ranges from young music lovers to older podcast listeners. By reaching Spanish and English audiences on Spotify, we can create high-frequency campaigns that stick in people's minds

Audience reach:

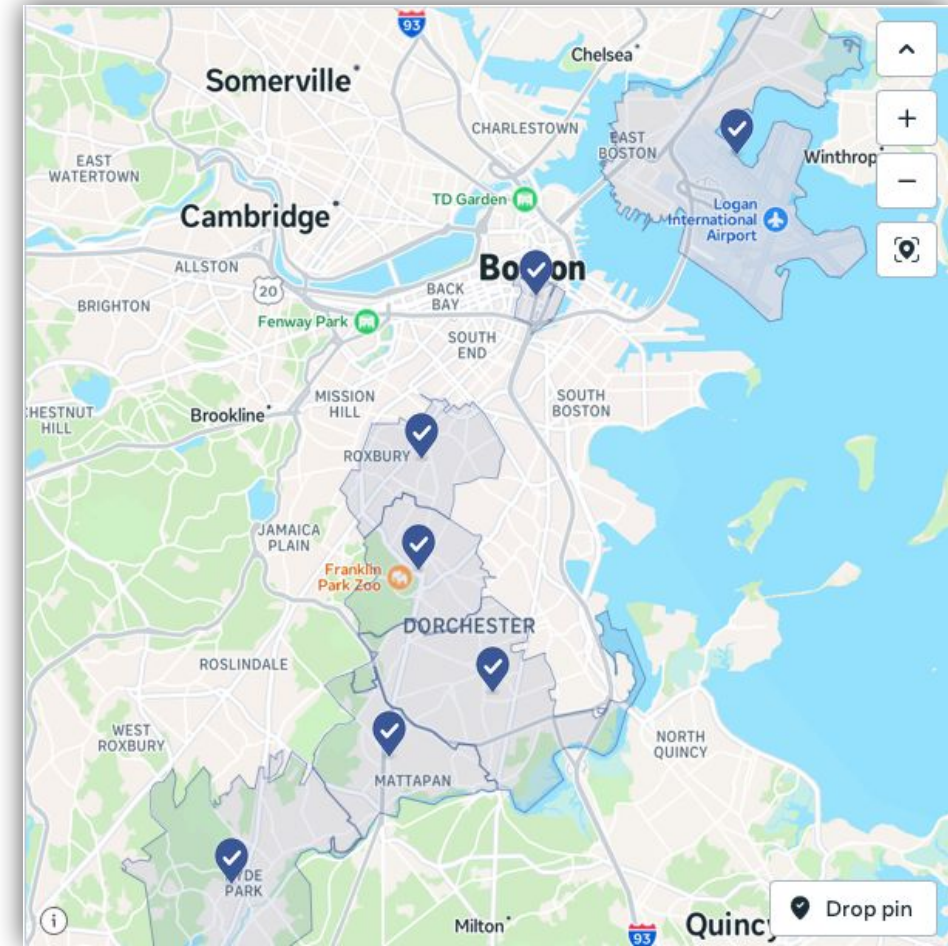
English ~86K // Spanish ~8K

Ideas: Paid Target Zip Codes

We can strategically focus our spend in key Boston communities with diverse residents.

Recommended target zip codes:

- 02111 – Chinatown
- 02119 – Roxbury
- 02121 – Dorchester (Western)
- 02124 – Dorchester Center
- 02126 – Mattapan
- 02128 – East Boston
- 02136 – Hyde Park / Fairmount



Thank You!

