

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Who is speaking?



Patti DeBow
ParsonsTKO



Kate Villarreal
Urban Institute



Sueann Tannis
UN Foundation



Jim Hu
Participant Media

SO YOU WANT A MORE DIVERSE AUDIENCE?

"Reach a more diverse audience" is probably the wrong goal to achieve what you're actually looking for. Rethink your approach to outreach, and a more diverse audience will come to you.

1. Be more specific about who your audience is
2. Direct each audience segment to the most relevant content
3. Invest in mobile first - across all channels
4. Build personalized experiences for individual users
5. Ensure your team walks the walk



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