



# SOCIAL MEDIA GUIDE & TOOLKIT

A resource for regional partners to amplify the launch of the California Civic Media Program, a public-private partnership to strengthen the state's journalism ecosystem through direct grants to news organizations.

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PROGRAM LAUNCH

June 15, 2026

APPLICATION OPENS

July 6, 2026

This toolkit is designed as a practical guide for supporting the organizations in your network through the launch of the California Civic Media Program, from eligibility and application to the weeks that follow. We've brought it all together in one place: program information, a clear timeline, ready-to-use graphics, suggested captions, and key messaging.

## HOW TO USE THIS TOOLKIT

- 1 Get familiar with the program.**  
Review the information here so you can help explain what the program offers, who qualifies, and how the process works.
- 2 Share with your network, starting June 15.**  
As pre-registration opens, the graphics, captions, and messaging in this toolkit are ready to use to help spread the word.
- 3 Point people to the calls to action.**  
When organizations in your network ask how to get involved, direct them to the key calls to action.

## KEY CALLS TO ACTION

### Take the Eligibility Quiz

Direct applicants to [cacivicmedia.org](https://cacivicmedia.org) to check eligibility and create an application profile before applications open July 6.

### Webinar Sign-Up

Register for an applicant webinar on June 30, July 7, or August 4 to learn more about the program, eligibility, and how to apply. [cacivicmedia.org](https://cacivicmedia.org)

### Newsletter Sign-Up

Point audiences to subscribe for program updates at [cacivicmedia.org](https://cacivicmedia.org)

## QUESTIONS OR SUPPORT

For questions about the program or this toolkit, reach out to the team at [info@cacivicmedia.org](mailto:info@cacivicmedia.org) or visit [cacivicmedia.org](https://cacivicmedia.org).

## MISSION STATEMENT

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Every Californian deserves access to accurate, well-sourced information about their community. By expanding access to local, ethnic, and community media, supporting newsroom sustainability and diversity, and strengthening California's press corps to reflect the communities it serves, the Civic Media Program aims to close information gaps, empower people to participate in civic life, and build stronger, healthier, more connected communities across the state.

## THE PROGRAM

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Established within the **Governor's Office of Business and Economic Development (GO-Biz)**, the program launched with support from Google as its founding private sector partner, bringing together state funding, private investment, and implementation support from philanthropic infrastructure to invest in newsrooms across California.

The program is administered by the **James B. McClatchy Foundation** with support from **Journalism Funding Partners** and is guided by the **Civic Media Program Advisory Board**, composed of California news industry leaders.

## PROGRAM GOALS

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- 1 Enhance the public good through supporting a robust and dynamic California press corps and reinforcing the vital role of journalism in our democracy.
- 2 Empower Californians by fostering greater understanding of and access to information about their communities and governmental structures.
- 3 Ensure the sustainability of existing and new online publications with an emphasis on community-facing journalism.
- 4 Support California-based state and local news organizations, particularly those serving underserved and underrepresented communities.
- 5 Strengthen journalism that facilitates social integration, promotes civic engagement, and addresses inequalities among underserved communities.

## June 15

Program  
Launches

## July 6

Full Application  
Opens

## Aug 21

Applications  
Close

## Fall '26

Awards  
Announced

### APPLICANT WEBINARS

Public webinars covering the program, eligibility, and the application process. Register at: [cacivicmedia.org](https://cacivicmedia.org)

**June 30, 2026**

2:00 - 3:00 PM PT

**July 7, 2026**

10:00 - 11:00 AM PT

**August 4, 2026**

2:00 - 3:00 PM PT

[Register for Applicant Webinars and/or TA Tuesdays at cacivicmedia.org.](https://cacivicmedia.org)

### 1:1 TA TUESDAYS - OFFICE HOURS

Weekly one-on-one sessions for applicants with questions about eligibility and the application process.

Sign up at [cacivicmedia.org](https://cacivicmedia.org)

**July 14, 2026**

2:00-3:00 PM PT · TA Tuesday #1

**July 21, 2026**

2:00-3:00 PM PT · TA Tuesday #2

**July 28, 2026**

2:00-3:00 PM PT · TA Tuesday #3

**August 11, 2026**

2:00-3:00 PM PT · TA Tuesday #4

**August 18, 2026**

2:00-3:00 PM PT · TA Tuesday #5

Post 1 of 4

Week of June 15

Launch Day

## California Civic Media Program

The **California Civic Media Program** is one of the state's first public investments dedicated to strengthening California's journalism ecosystem through direct grants to news organizations.

Visit [cacivicmedia.org](https://cacivicmedia.org) for more information.



[CLICK HERE TO DOWNLOAD](#)

### Instagram: @cacivicmedia

The California Civic Media Program is a public-private investment in local and statewide journalism, providing direct funding to eligible California news organizations.

It's built for organizations producing original, fact-based reporting that helps Californians understand their communities and the institutions that shape daily life – at the local and statewide level.

Learn more at [cacivicmedia.org](https://cacivicmedia.org)

#CaliforniaCivicMedia #LocalJournalism  
#CaliforniaNews

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Post 2 of 4

Week of June 22

## Investing in newsrooms to strengthen community journalism across the Golden State

Applications Open **July 6, 2026**



[CLICK HERE TO DOWNLOAD](#)

### Instagram: @cacivicmedia

California is investing in state and local newsrooms, strengthening community journalism across the Golden State.

Learn more about the California Civic Media Program and prepare for the application process by visiting [cacivicmedia.org](https://cacivicmedia.org)

#CaliforniaCivicMedia

### LinkedIn: California Civic Media Program

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#CaliforniaCivicMedia

Post 3 of 4

June 25–28 (ahead of June 30 webinar)

Now	Eligibility Quiz Opens
June 30	Webinar #1 (Overview, Eligibility, Q&A)
July 6	12:00 PM - Applications Open
July 7	Webinar #2 (Overview, Eligibility, Q&A)
August 4	Webinar #3 (Overview, Eligibility, Q&A)
August 21	12:00PM PT - Application Deadline

 

[CLICK HERE TO DOWNLOAD](#)

## Instagram: @cacivicmedia

Are you planning on applying to the California Civic Media Program when applications open on July 6?

Key dates to note:

📅 June 30, July 7, and August 4 – Applicant webinar: program overview, eligibility, and Q&A

📅 July 6 – Applications open

📅 August 21, 12 PM PT – Application deadline

If your newsroom covers a California community, this was built for you. Find out more at [cacivicmedia.org](https://cacivicmedia.org)

#CaliforniaCivicMedia #LocalNews

#JournalismFunding #CAgov

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#CaliforniaCivicMedia #LocalNews

#JournalismFunding #CAgov

Post 4 of 4

July 6 (Applications Open)

California Civic Media Program

## Applications Are Open

Deadline

**August 21**

2026 - 12:00 PM PT

Support Available

**Every Tuesday**

& Office Hours

2 Webinars - July 7, & August 4

[cacivicmedia.org](https://cacivicmedia.org)



[CLICK HERE TO DOWNLOAD](#)

### Instagram: @cacivicmedia

The California Civic Media Program application is now open.

Visit the Civic Media Program website to view the program guide, find additional details on the application process and access the live office hours every Tuesday at 2 PM.

The deadline to apply is August 21 at 12 PM PST.

Learn more: [cacivicmedia.org](https://cacivicmedia.org)

#CaliforniaCivicMedia #LocalJournalism #ApplyNow

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#CaliforniaCivicMedia #LocalJournalism  
#ApplyNow

Email #1

Week of June 15

Launch Day

[DOWNLOAD BANNER IMAGES](#)

[DOWNLOAD LOGO FILES](#)

## Subject

Announcing the Launch of the California Civic Media Program

## Preview Line

Preregistration is open now. Explore eligibility, resources, and upcoming deadlines.

## Body

The California Civic Media Program is a public-private partnership investing in local and community newsrooms across California. By funding organizations producing original, fact-based journalism, the program aims to close information gaps, strengthen communities, and ensure California's press reflects the people it serves.

The program recently launched its new website—a hub for program information, application resources, and key updates.

[Explore the website](#)

To help prospective applicants prepare, the website features [program details](#), [eligibility requirements](#), [application guidance](#), [FAQs](#), and [information on upcoming webinars](#).

Applications open July 6 and close August 21 at 12:00 p.m. PT.

Visit the [website](#) to learn more, determine eligibility, and access application resources. Subscribe to the [newsletter](#) to stay up-to-date on program updates and follow along on [LinkedIn](#) and [Instagram](#).