



SOCIAL MEDIA GUIDE & TOOLKIT

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

APPLICATION OPENS

July 6, 2026

APPLICATION CLOSES

August 21, 2026
12:00 PM PST

This toolkit is designed as a guide to support the organizations in your network through the launch of the California Civic Media Program application. 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 to help explain what the program offers, who qualifies, and how the process works.
- 2 Share with your network.**
With applications starting, 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

Start Your Application

Direct applicants to cacivicmedia.org to start their application.

Webinar Sign-Up

Register for an applicant webinar to learn more about the program, eligibility, and how to apply at cacivicmedia.org/resources

Newsletter Sign-Up

Point audiences to subscribe for program updates at cacivicmedia.org

QUESTIONS OR SUPPORT

For questions about the program or this toolkit, reach out to the team at info@cacivicmedia.org or visit cacivicmedia.org.

MISSION STATEMENT

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.

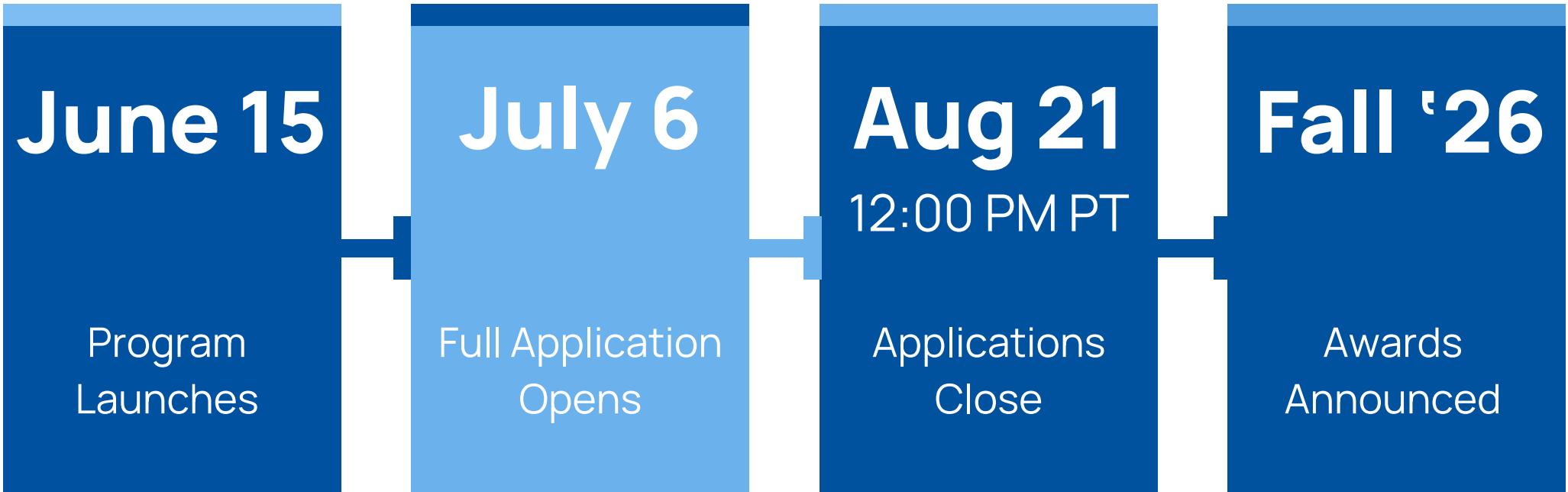
THE PROGRAM

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

- 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.



APPLICANT WEBINARS

Public webinars covering the program, eligibility, and the application process. Register at: 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

July 7, 2026
10:00 - 11:00 AM PT

July 14, 2026
2:00–3:00 PM PT · TA Tuesday #1

August 4, 2026
2:00 - 3:00 PM PT

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

Register for Applicant Webinars and/or TA Tuesdays at cacivicmedia.org.

Application Launch

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





[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

#CaliforniaCivicMedia #LocalJournalism #ApplyNow

● LinkedIn: California Civic Media Program

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#CaliforniaCivicMedia #LocalJournalism
#ApplyNow

Applicant Webinar

Save the Date

**APPLICANT
TRAINING WEBINAR**

July 7, 2026
10:00 - 11:00 AM PT

- Temelio Walkthrough
- Application Guidance
- Multi-Publisher Newsrooms Breakout Room

Register at cacivicmedia.org



[CLICK HERE TO DOWNLOAD](#)

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Applying to the California Civic Media Program?

Join our next Applicant Training Webinar on on July 7 at 10AM to learn about eligibility requirements, key application steps, and available resources with a dedicated breakout session for multi-newsroom media organizations.

Register at
https://us06web.zoom.us/webinar/register/WN_9QKkCVliRiafZEh6Zw7q_A

#CaliforniaCivicMedia #LocalJournalism
#CaliforniaNews

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#CaliforniaCivicMedia #LocalJournalism
#CaliforniaNews

Email #1

July 6, 2026

Applications Launch

[DOWNLOAD BANNER IMAGES](#)

[DOWNLOAD LOGO FILES](#)

Subject

Applications are NOW OPEN for the California Civic Media Program!

Body

The California Civic Media Program is now accepting applications from eligible California news organizations through August 21 at 12:00 PM PT.

Interested organizations can access the [application portal and](#) review the [Program & Application Guide](#).

Visit cacivicmedia.org to learn more about the program, review [eligibility requirements](#), and [explore resources](#) including applicant assistance webinars, weekly Applicant Support Office Hours, and [FAQ](#).

About the Program

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.