

## Partnerships with News of the North Bay



*News of the North Bay occupies a unique niche in the North Bay media landscape. It is the only video-based news platform devoted exclusively to coverage of the unique issues, people, and events of the region north of the Golden Gate. As such, NNB offers viewers unique, original content, and local advertisers a fast-growing, high value brand partnership opportunity found nowhere else.*

*"We were excited to launch News of the North Bay in February 2018 as the only video news platform devoted solely to the people, places and issues of the North Bay Area and Sonoma County. Since that time we've had a great response from people we've covered, and viewers, saying our online visual news service is greatly appreciated, and necessary for our region."*

### Partner with NNB

News of the North Bay offers highly professional and original content, unique coverage, an intensely local focus, and the opportunity to align your brand or organization with a fast growing, prestigious and unique news and information platform. Here are some additional reasons to consider partnering with us.

Unique, Original, Local Content

Active and Visible Community Presence

Intensely Local Reach

Professional, Prestigious, Fast-Growing Brand

## **Highly Valuable, Original Content**

News of the North Bay produces original, unique, high quality video news content found nowhere else. This creates opportunities to reach an informed, active and engaged local demographic. Since the primary platforms through which visual content is shared are all online, the service skews to a young demographic, a group who do not watch broadcast television, and instead consume media and news on demand, on their own schedule, and online. That habit is the foundation of NNB's online focus. We publish to YouTube, pushing content out to our own website as well as Facebook, Twitter and Instagram automatically.

*"The key to News of the North Bay is original, valuable content. The feature and visual news content created is new, topical, highly shareable on social media, and optimized to reach a mobile, affluent demographic. This is largely due to the primary platforms through which we share our stories. Our YouTube channel pushes out NNB content to our website first, and is then automatically shared on Facebook and Twitter, as well as Instagram. That means the content is instantly available on demand, which is what consumers of media, especially younger consumers, demand and are used to....content that is available on their schedule."*

## **Active and Visible**

News of the North Bay is active in the community, covering issues, events, and newsmakers of local interest. We also broadcast live to Facebook, with tie -ins to our website platform, from events like the Lake County fires, Coffey Park Ribbon Cutting, Families Belong Together Rally, Luther Burbank Rose parade, and many others. Our live coverage, along with other news and feature content, is posted online for later consumption by followers on Facebook, and subscribers to the NNB website.

*"Since our launch, News of the North Bay has been active and visible in the community, interviewing lawmakers, prominent local people of interest, businesses doing valuable work, and community organizations making a difference. We have also begun posting live content to our Facebook page, from local events like the Kids Gran Fondo, the Burbank*

*Rose Parade, Russian River Brewing expansion, Coffey Park ribbon cutting, Lake County Fires and others....which in turn has received thousands of online views. That live content is also posted online for later consumption by followers on Facebook and subscribers to the NNB website."*

### **Intensely Local Reach**

For business partners looking to reach an intensely local audience, NNB provides an opportunity to reach consumers within Sonoma County instantly, through multiple online platforms, in a way no other media platform can. The highly targeted focus of News of the North Bay means our partners are reaching only the customers that are valuable, and not paying for a reach outside of the targeted area from which their business arises. This is largely due to NNB's mission to limit its geographical range, and in so doing cover in greater depth, and in a more meaningful and visual way events, people and issues of importance to those in our limited coverage area.

*"A key to our value to partners is our intensely local reach. Our focus on stories and issues primarily within Sonoma County allows businesses to reach consumers who are engaged and interested in local issues and local businesses, through multiple online platforms, in a way no other media service can. The targeting also means that our partners are reaching only customers who are valuable, local, and likely to be interested in their products or services. This is complemented by our mission to cover in a visual way events, people and issues of unique importance to those in our limited coverage area. These are your neighbors."*

### **Highly Professional and Prestigious, Fast-Growing Brand**

News of the North Bay is led by broadcast news veterans, whose decades of large market experience includes San Francisco and Los Angeles. This pedigree allows us to provide the highest quality video news coverage to our relatively small market region. This ability to tell the stories of the people and issues of interest locally, and do so in a highly skilled way, allows partners to align themselves with a growing, high value, and professional brand that has no peer in the local media

landscape. Additionally, NNB has experienced rapid growth since launching in early 2018, as online viewers discover top quality content, coupled with multiple platform, online access. This allows our audience to consume news and issue oriented reporting on their own schedule, at a time and on a platform, whether mobile device, tablet or desktop, that is most convenient.

*"Among the most important reasons to look at News of the North Bay is its pedigree. NNB is led by broadcast news veterans like myself, who have reported and produced news in major TV markets like Los Angeles and San Francisco. That background allows us to provide world-class video coverage to our relatively small market region."*

In short, News of the North Bay offers a wealth of well-written and visual *original news and feature content* unique to the North Bay. Our professional presentation and intensely local focus allows our business partners access to a new and unmatched media platform, and a growing, involved, affluent and highly engaged local audience.