

MEMORANDUM

To: Clients

From: Thompson & Bender

Date: February 1, 2025

Subject: 2025 Media Outlook – Adapting to Westchester’s Changing Media Landscape

The media landscape in Westchester County continues to evolve, with traditional earned media opportunities shrinking due to the closure or downsizing of local news outlets. The recent announcement that *The Examiner News* will cease printing its newspaper underscores the rapid shift away from legacy media. With fewer print publications and declining local news websites, organizations must pivot to alternative strategies to maintain visibility and audience engagement.

The Shift to Social Media and Alternative Platforms

While earned media opportunities diminish, communications platforms like social media continue to surge. In 2025, success in media outreach will increasingly depend on creative, direct-to-audience strategies, particularly through social video content. To remain competitive and relevant, we recommend that clients invest in:

- **Paid Social Media** – Targeted advertising on platforms like Facebook, Instagram, LinkedIn, and TikTok ensures messages reach the right audience with precision.
- **Creative Organic Social** – Engaging content that resonates with audiences without relying on ad spend, including user-generated content, behind-the-scenes insights, and interactive posts.
- **Short-Form Video** – The most effective content is video-based, brief (under 30 seconds), and compelling. Production quality matters less than authenticity and engagement.
- **Collaborations with Local Influencers** – Partnering with regional social media influencers can amplify messages and expand reach organically.

Alternative Content Distribution Strategies

For organizations still seeking published stories, alternative strategies can ensure continued visibility and thought leadership:

- **Paid Content on Local News Websites** – While traditional earned media is shrinking, paid articles, sponsored posts, and native advertising on the remaining Westchester websites provide an avenue for visibility.

- **Paid Thought Leadership Articles** – Contributing articles to regional or national publications enhances credibility and positions individuals and organizations as industry leaders.
- **Owned Media (Blogs and News Pages)** – Maintaining a dedicated space on a company’s website for *frequent* news, insights, and updates ensures control over messaging and audience engagement.

The Path Forward

As the media landscape shifts, organizations must adapt their communications strategies to align with emerging trends. Investing in social-first content, particularly video, and leveraging alternative publishing opportunities will be key to maintaining relevance and audience connection in Westchester County and beyond.

We encourage our clients to embrace these new strategies to maximize their media presence in 2025 and beyond. Please reach out to discuss how we can tailor an approach that aligns with your goals.

All the best in 2025,

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