

FUTURE
MEETS
NEWS

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OUR VALUES

ABOUT US

COASTAL MEDIA IS FOCUSED ON PUBLISHING ALL OF THEIR NEWS DIGITALLY AND CREATING AN APPLICATION THAT WILL ALLOW EACH OF THEIR READERS TO SEAMLESSLY ACCESS THE NEWS THAT PERTAINS TO THEM MOST FROM ANY LOCATION. COASTAL MEDIA WANTS TO BE PORTRAYED AS A NEWS ORGANIZATION THAT IS NOT STUCK IN THE PAST OR BOGGED DOWN BY THE RESPONSIBILITIES THAT GO ALONG WITH PUBLISHING A PRINT PRODUCT. RATHER, COASTAL MEDIA WANTS TO FOCUS ON EMBRACING A NEW ERA OF STORY-TELLING THAT UTILIZES INTERACTIVE MEDIA AND MODERN WEB DEVELOPMENT TO FULLY IMMERSE THEIR READERS IN THE CONTENT THEY PUBLISH. COASTAL MEDIA WILL FOCUS ON USING SOCIAL MEDIA, WEEKLY NEWSLETTERS, AND MOBILE NOTIFICATIONS THAT WILL HELP MAKE THEIR CONTENT AS ACCESSIBLE AS POSSIBLE TO EACH READER.

- › TRANSPARENCY
- › ACCOUNTABILITY
- › INNOVATION
- › IMPACT
- › ACCURACY
- › ACCESSIBILITY

WE ARE HERE TO SERVE YOU



OUR COVERAGE

COASTAL MEDIA SEES GAPS IN THE COVERAGE OF LOCAL POLITICS AND FINDS THAT EXISTING OUTLETS PLACE TOO HIGH OF AN EMPHASIS ON CRIME, TOURISM TRENDS, AND STUDENT-LIFE AT CAL POLY WHILE FAILING TO COVER OTHER IMPORTANT TOPICS SUCH AS LOCAL POLITICS AND BUSINESS DEVELOPMENT. MORE THAN ANYTHING, COASTAL MEDIA WANTS TO FOCUS ON CREATING A MODERN BRAND THAT'S EMBRACING THE CHANGES IN THE NEWS INDUSTRY INSTEAD OF ATTEMPTING TO KEEP THE PRINT MEDIUM ALIVE THE WAY OUR COMPETITORS ARE