



# WELCOME TO

# SJDC | DMEDIA



**MAYOR'S PODCAST PITCH**



**MAKYNA GALLINGER**



**NICOLE "CAROLETA" WASHINGTON**



**ARDON ARAGON**



**ANTHONY VILLALOBOS**



**MEGAN SILVA**





# OVERVIEW

MP4  
(Video)

- 5 - 10 Minutes
- 2 Hosts with the Mayor
- Video: YouTube, Instagram Reels , TikTok
- Audio: Spotify, Apple Podcast, KWDC 93.5

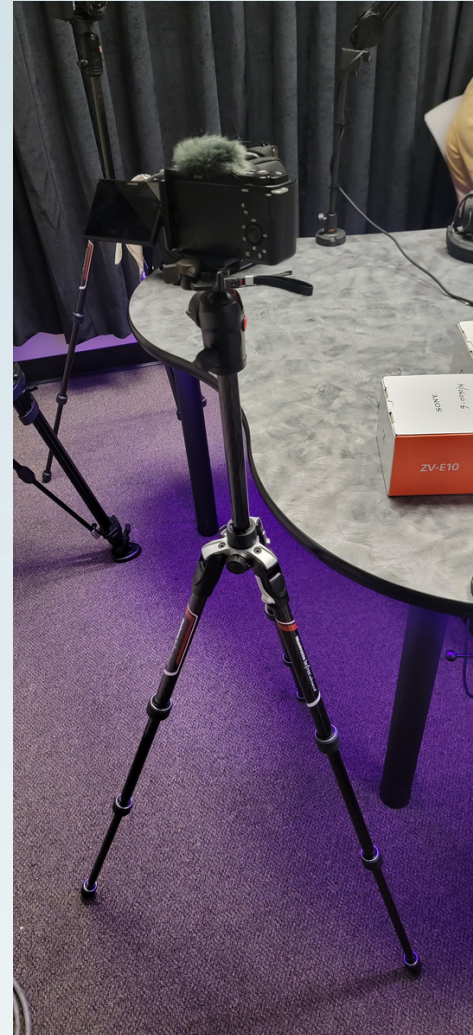


MP3  
(Audio)



# MAYOR'S PODCAST PITCH

Camera A



Camera B



Camera C





## Four Panel Video Format

## Standard Video Format



# FIRST EPISODE



# PODCAST EPISODE

**Theme:** Get to know Mayor Lincoln

- Please share a little about yourself. Do you have children?
- What control does the mayor have and not have?
- What are the main goals of the Kevin Lincoln administration?
- Why did you partner with Dmedia to produce your podcast?
- After being in the army, being recruited by the white house military office and assigned to marine one, and working private security in silicon valley, came back to Stockton in 2013 to be a full-time minister at a local church, what made you run for mayor in 2020?
- What do you see as the main problems in Stockton?
- What are you working on now to fix these problems?
- What is something about you that people should know?
- What is one of your favorite memories of Stockton?

# SECOND EPISODE

**Theme:** Youth & Young Adults

- Why are the young and young adults of Stockton so important to you?
- What do your kids like to do in Stockton/what activities are they involved in?
- Can you share an experience you've had with a young person from Stockton?
- Where do you see future partnerships with young and young adults from Delta College?
- With a lot of places closing like skating rinks, pools, and Golfing what are some things that the youth can do for fun in Stockton?
- What are some programs that you are working on that will help the youth of Stockton? Is there a plan for any specific free programs that can be shared? If community members have ideas, how can those be shared with you?
- With the violence at Stagg what are you doing to keep students safe?
- Some members of the Weston Ranch community have long felt ignored by the mayor's office. What are the efforts from your office to help the youth and community there feel supported?



## THIRD EPISODE

**Theme:** Homeless

- What can the Mayor's office do and not do for the homeless situation in Stockton?
- How do you support groups like nonprofits and local law enforcement that work with homelessness?
- What steps and course of action are you trying to put in place for this epidemic? Both now and for the future?
- In your youth you have helped people experiencing homeless with food and clothes are you continuing that while you are in office?
- What resources do people experiencing homelessness have access to? How are you working to increase support for these individuals?
- What could the community do to help?
- Do you think some of the people experiencing homelessness are experiencing a mental health crisis?/ if so what are the plans to help?
- What is your administration/San Joaquin County doing to help with the growing mental health crisis?

## FOURTH EPISODE

**Theme:** Public Safety

- Share with us what efforts your administration makes towards public safety in the 209?
- Why is it important to prioritize the safety of our community?
- What efforts can the community members of Stockton take to maintain and improve the safety of the city?
- How can youth and young adults aid our communities' safety efforts?
- What do you think is leading to crime in Stockton?
- Do you think defunding the police and reallocating those funds to the community will help with the crime rate in Stockton?
- Do you think the crime rate in Stockton is a crisis?
- In the past month, there has been a serial killer in Stockton targeting people in the middle of the night for no apparent reason. What is Stockton doing to keep the community safe?

## FIFTH EPISODE

- Vet questions asked from an Instagram Poll

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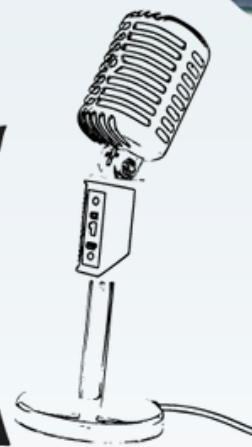
# PODCAST LOGO MOCK-UPS







**TALK**



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