

SEE YOU AT THE SKATEPARK!

Our skatepark project started out as a story highlighting local skateboarders' desire to improve the city skatepark, and the in-depth, expensive process to get there. In the process, we learned a lot about skateparks, skateboarders, and skater communities. Skaters were passionate about the project, and we found that The Globe was reaching an entirely new demographic.

With this in mind, we hired the skateboarder who generated the idea, Erick Rivera, as our summer intern. Erick's specific internship goal was to host a skate park event/contest and help the skater community to build a group that could advocate for park improvements.

A major portion of the project was equipping Erick to help other skateboarders tell their own stories, using photos, videos and their own words. When skaters started to see that readers cared about their stories, they started to volunteer connections and resources, help each other shoot photos and video, generate ideas and find leads for our team to follow up on.

We primarily promoted the event with photo & video, and the project blew up across social media. Each featured story was shared on Facebook, parts were shared on Instagram, supercut videos were shared on TikTok, and the stories were collected in one place at dglobe.com.

End results of the project:

- 1) This project brought attention to a young portion of our community that often feels misunderstood and struggles to communicate, and helped provide them with the tools to share their stories outside their own context. It gave them the resources to organize and make new connections. To that end, at the conclusion of the project, our team of skateboarding volunteers had found resources and formed a committee to raise funds to improve the skate park, with the city's collaboration. They are currently in the process of forming a 501(c)(3).
- 2) Our social media followership grew significantly in a younger demographic. Our Facebook and Instagram accounts gained a larger audience. This project was also our first foray into TikTok, and we're already seeing the video sharing potential.
- 3) Our brand grew. Students who seemed to mostly associate The Globe with newsprint began to associate us with community action and engagement; younger community members started responding to our stories and marketing. They started to see us as more relevant.
- 4) The Skate Park Event itself had more attendees than we expected: 30 or more young children who showed up to learn the basics of skateboarding, and 50 or more viewers who just came out to watch. Twenty experienced skaters showed up to compete, several of them from out of our coverage area.
- 5) We've had questions on whether we plan to host the event annually, suggestions on what to improve, and volunteers who asked to sign up for next year! The response was stronger than we expected, and we plan to host the event in 2023.

Links to the articles on dglobe.com below, followed by the Social Media content links.

Articles
INTRODUCTORY STORY

<https://www.dglobe.com/news/local/worthington-skateboarders-hopeful-for-new-park>

THE GLOBE MINUTE PODCAST:

<https://www.dglobe.com/news/local/listen-xx-xxxxxxxxxxxxx-2022>

(Or listen on any podcast app.)

SKATE PARK EVENT: PHOTOS AND VIDEO

<https://www.dglobe.com/news/local/gallery-worthington-skate-park-event>

SOCIAL MEDIA LINKS

OPINION COLUMNS (includes Facebook roundup)

<https://www.dglobe.com/opinion/columns/pictures-video-the-case-for-skateboarding-in-worthington>

(This article includes the Facebook roundup - we linked the Facebook stories in order on the website, for readers attempting to follow along after the fact.)

SKATER STORIES: FACEBOOK LINKS

Erick (8) 1 Photo 2 Video 3 Video 4 Photo 5 Video 6 Video 7 Video 8 Photo	Dominiq (4) 1 Photo 2 Video 3 Video 4 Video	Miguel (4) 1 Photo 2 Video 3 Video 4 Video
Amy (1) 1 Photo	Kaden (4) 1 Photo 2 Video 3 Video 4 Video	Adonis (4) 1 Photo 2 Video 3 Video 4 Video
Edgar (4) 1 Photo 2 Video 3 Video 4 Video		

RADIO INTERVIEW VIDEO (portion saved on Facebook)

<https://www.facebook.com/dailyglobe/posts/pfbid08tvQGPTMhbMyDUxEzeZ9NtaDLkAUjdSCbmPsRcD9CUQvgTs6zSjUXUMXUF64y4vJl>

INSTAGRAM

Radio Interview:

<https://www.instagram.com/p/ChXO4dqr1Dk/>

Original Poster:

<https://www.instagram.com/p/Cg5P31sLMqR/>

Skateboard Event Setup:

https://www.instagram.com/p/ChxTnu_r1A9/

<https://www.instagram.com/p/ChxjuLMOU3X/>

<https://www.instagram.com/p/ChxfRimLmtT/>

Prizes on Insta:

<https://www.instagram.com/p/ChxCJ3OLAU9/>

<https://www.instagram.com/p/ChqPnlML1a4/>

TIKTOK

Erick on the Radio clip

https://www.tiktok.com/@theglobeworth/video/7132845251617738030?is_from_webapp=v1&item_id=7132845251617738030

Erick 7-sec clip

https://www.tiktok.com/@theglobeworth/video/7130735761715924270?is_from_webapp=v1&item_id=7130735761715924270

Adonis Supercut

https://www.tiktok.com/@theglobeworth/video/7135218501102456110?is_from_webapp=v1&item_id=7135218501102456110

Edgar Supercut

https://www.tiktok.com/@theglobeworth/video/7134910951492685102?is_from_webapp=v1&item_id=7134910951492685102

Dominiq Supercut

https://www.tiktok.com/@theglobeworth/video/7134811280623291690?is_from_webapp=v1&item_id=7134811280623291690