



# *LAist is Here for You*

## Social Media Toolkit

*Created by the Marketing team in collaboration with  
the Audience Engagement team.*

[Instructions](#)

[Social Media Copy](#)

[Social Media Graphics](#)

---

## Instructions

Congress has officially passed a \$9.4 billion rescissions package that eliminates two years of already-approved funding for the Corporation for Public Broadcasting (CPB), including a \$1.1 billion clawback.

LAist now faces a loss of \$1.7 million annually starting this fiscal year (as of July 1, 2025). That's 4% of our operating budget—the equivalent of 13 staff positions—and it affects everything from NPR programming and field reporting to the day-to-day operations that power our newsroom.

Public service is at the core of LAist's mission. We remain committed to our community, but we cannot continue at full strength without your support.

Please use this toolkit to help share key messages, drive donations, and rally public action to protect the future of LAist and public media.

**Stand with LAist. Stand with public media.**

Call to Action:

- **Donate, spread the word, and take action at [LAist.com/action](https://www.laist.com/action)**

Tag LAist:

- Instagram, TikTok & Facebook: @laistofficial



## Social Media Copy

Always link to [laist.com/action](https://laist.com/action) in your posts and stories!

### **Evergreen posts**

Congress has passed a \$9.4 billion rescissions package, including a \$1.1 billion clawback of approved funding for the Corporation for Public Broadcasting. LAist will lose \$1.7 million. That is 4 percent of our budget and the equivalent of 13 newsroom jobs. LAist is here for you. Be there for us. Donate and take action at [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

Public media is under attack. Congress passed a bill that eliminates two years of federal support for public media, including a \$1.1 billion clawback for the Corporation for Public Broadcasting. LAist will lose \$1.7 million in annual funding, putting local journalism at risk. LAist is here for you. Be there for us. Donate and take action at [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

When wildfires, elections, or major stories break, LAist is there with the latest updates and trusted reporting. But now that the \$9.4 billion rescissions package that claws back two years of CPB funding has passed, LAist will lose \$1.7 million a year. Help keep us strong. Donate and take action at [LAist.com/action](https://laist.com/action) #LAist #PublicMedia #Donate

Congress passed a \$9.4 billion rescissions package with a \$1.1 billion clawback from the Corporation for Public Broadcasting. This new law ends federal support for public media. LAist will lose \$1.7 million every year, threatening newsroom jobs and independent reporting. Take action now at [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

The new rescissions package cuts two years of CPB funding. A \$1.1 billion clawback means LAist will lose \$1.7 million annually. This impacts everything from NPR programming to field reporting. Stand with public media. Donate and take action at [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

### **Prompts to inspire your own social posts**

Congress just made it official: public media is losing \$1.1 billion in funding. That includes \$1.7 million a year for LAist—enough to fund 13 newsroom jobs. This isn't abstract. It's real people, real reporting, and real public media service on the line. I'm doing what I can to help. Join me at [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

A new law just clawed back \$1.1 billion in public media funding. For LAist, that's a \$1.7 million hit every year. I count on them to make sense of this city—and now they need us. I'm raising my voice. You can, too: [LAist.com/action](https://laist.com/action) #LAist #Donate #PublicMedia

Congress passed a \$9.4 billion rescissions bill that guts public media funding—including a \$1.1 billion cut to the Corporation for Public Broadcasting. That means LAist is losing \$1.7 million this



fiscal year, which began on July 1. That's not just a number. It's the stories we count on. Let's stand up for public media together. [LAist.com/action](https://www.laist.com/action) #LAist #PublicMedia #Donate

## Social Media Graphics

[CLICK HERE TO DOWNLOAD ALL](#)

### 1:1 square (feed post)





**4:5 (Instagram)**





**Independent  
journalism  
needs  
you.**

LAist is here for you.  
Be there for us.



**Independent  
journalism  
needs  
you.**

LAist is here for you.  
Be there for us.



**Help public  
media stay  
strong.**

LAist is here for you.  
Be there for us.



**Help public  
media stay  
strong.**

LAist is here for you.  
Be there for us.



**Public  
media  
funding  
is at risk.**

LAist is here for you.  
Be there for us.



**Public  
media  
funding  
is at risk.**

LAist is here for you.  
Be there for us.



**Stand up for  
independent  
journalism.**

LAist is here for you.  
Be there for us.



**Stand up for  
independent  
journalism.**

LAist is here for you.  
Be there for us.