

# ACTIONABLE INSIGHTS FOR LOCAL MEDIA



Local media plays a powerful role in shaping perception. Entrepreneurs are calling for bold storytelling that brings visibility to Kitsap's business ecosystem and the people building it.



## **Tell the Full Story**

Go beyond grand openings. Share the grit, growth, and lived experience of entrepreneurs at every stage.



## **Highlight and Amplify Local Stories**

Showcase the real stories of Kitsap entrepreneurs—their challenges, wins, and contributions to the community. Visibility inspires others, builds regional pride, and puts Kitsap on the map as a hub for innovation.



## **Elevate Underrepresented Voices**

Make room for diverse founders and nontraditional business models. Representation fuels possibility.



## **Be a Connector**

Use your platform to build bridges—between founders, ideas, resources, and the broader region.



**Matchstick Lab**

