ACP Social Media Reporting

Links:

https://www.instagram.com/peppgraphic/
https://www.facebook.com/peppgraphic
https://twitter.com/PeppGraphic
https://www.tiktok.com/@peppgraphic

Fraser Michael Bohm Murder Charges

Coverage of the four murder charges facing Fraser Michael Bohm has been a focus of the Graphic's social media reporting during the 2025-2026 school year. The L.A. County District Attorney's office filed murder charges against Bohm in 2023 following a crash that killed four Pepperdine seniors. The Graphic has closely followed this story since the crash first happened. In the 2025-2026 school year, the Graphic staff approached social media coverage of the ongoing legal case against Bohm in the following ways: engage new audience members (particularly new students) to help them understand the crash and legal case thoroughly, keep a focus on the victims in the crash not only the person charged with a crime, and prepare for a possible trial. This was sometimes done in partnership with our broadcast station, NewsWaves 32, whose reporters would sometimes assist with coverage. In those cases, social media collaborations showed the best of what multimedia partnerships can provide for an audience. This coverage often received some of our highest engagement.

#1 Coverage and Approach to Trial Coverage

Senior editors began the school year, with an Instagram Reel explaining why their approach to coverage and why they will work to make sure the victims are not lost in the ongoing reporting of this story.



https://www.instagram.com/reel/DN6GTjKDzLY/

#2 Audience Awareness: Resharing Past Coverage

These are past stories produced in the immediate aftermath of the October 2023 crash. These stories were reshared in early September so news audience members, particularly among a student population, would understand what happened (timeline) and who each of these four women were to the Pepperdine and Malibu communities.

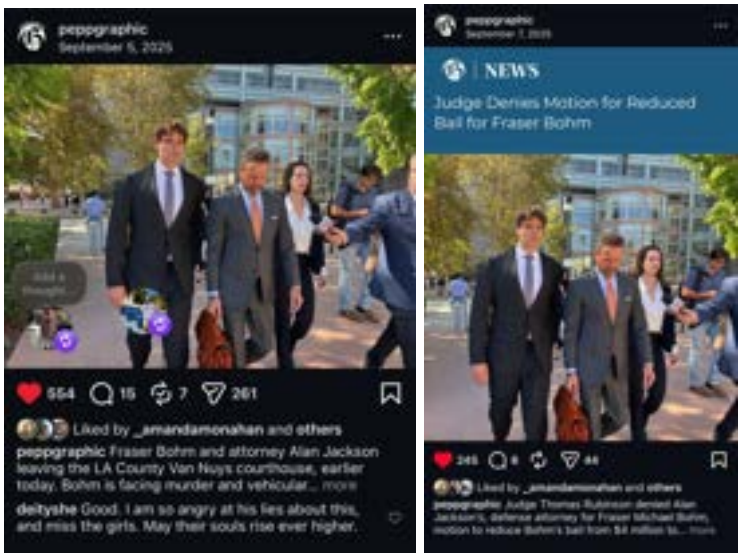




https://www.instagram.com/p/DOEMqmYkzvy/
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https://www.instagram.com/p/DOJWIVXE6W2/
https://www.instagram.com/p/DOL68FzE6up/
https://www.instagram.com/p/DOOftroE2O8/

#3 Continuous Pre-Trial Hearing Coverage

The Graphic has attended every pre-trial hearing since legal proceedings began in against Fraser Bohm 2023. In these cases, the Graphic would do a post immediately following the hearing (and sometimes subsequent press conference) and then a longer story to follow with additional context.



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

https://www.instagram.com/p/DOT8SCIk2yJ/





https://www.instagram.com/p/DPI72hdD1Pr/
https://www.instagram.com/p/DQ5KCNeEi7z/?img_index=1







https://www.instagram.com/p/DQ5KCNeEi7z/?img_index=1
https://www.instagram.com/p/DTgBiG4Eo8V/
https://www.instagram.com/p/DTyMTHnEpR_/



https://www.instagram.com/p/DUobN0PFNKS/

#4 Feature stories beyond the crash and legal case

The Graphic engaged audiences around ongoing feature stories that addressed topics still relevant around the crash, this included other deaths on Pacific Coast Highway, where the crash happened.





https://www.instagram.com/p/DVJ6w-YFpDc/
https://www.instagram.com/p/DQnjVbWkn54/

#5 Media/Newsroom Partnerships:
Coverage was sometimes done in partnership with our broadcast station, NewsWaves 32, whose reporters would sometimes assist with coverage. In those cases, social media collaborations showed the best of what multimedia partnerships can provide for an audience. This coverage often received some of our highest engagement.



Graphic and NewsWaves reporter, Jenna Parsio, outside the Van Nuys Courthouse
https://www.instagram.com/reel/DQ7HQpviex7/



Graphic and NewsWaves reporter, Emma Martinez, outside the Van Nuys Courthouse
https://www.instagram.com/reel/DPjxyDLARbp/

#6: Looking Ahead:
The Graphic will continue to cover this legal case that has such an enormous impact on the Pepperdine and Malibu communities. It was the focus of the Graphic's final front page in the spring 2026 semester, and not only did it have the Graphic's greatest pick-up rate all year, but the social media post of the front page (as well as the other coverage from the year) placed among our highest engagement for the entire school year.





https://www.instagram.com/p/DXAlzhljZ7d/
https://www.instagram.com/p/DXFBtbfFAsa/

#7 Summer Coverage:
Even as the university is in summer break, the Graphic continues to follow the legal case against Bohm and is preparing for full-team, daily coverage if the trial begins this fall (as anticipated by the prosecution).



https://www.instagram.com/p/DYiHbp0SG5I/