NEW AMERICAN MEDIA

location: National (projects in New Orleans and San Jose)
founded: 1996
web: http://news.newamericamedia.org/news/
http://www.nolabeez.org/

PARTICIPANTS AT MONDAY'S MEETING
Julian Do, Project Manager, New American Media / New Orleans & San Jose Beez

PART 1: OVERVIEW QUESTIONS

1. What is the purpose and focus of your organization?
New America Media is a non-profit national association of ethnic media dedicated to bringing the voices of the marginalized - ethnic minorities, immigrants, young people, elderly - into the national discourse. NOLA Beez and San Jose Beez, also non-profit, are NAM's online media projects aimed at helping ethnic media in New Orleans and San Jose developing their online presence and presenting these collective voices.

2. How are you different from "traditional" media online?
NAM is both generator and aggregator of content of news concerning ethnic communities, young people, and elders.

NOLA and San Jose Beez hub sites are ethnic-media driven, focusing on hyperlocal and ethnic-community news and information. As networks of ethnic media, NAM and the Beez projects also provide members with journalism and multimedia training and online technical assistance.

3. **What is your financial sustainability plan?**
NAM's sustainability plan is to have revenues generated from marketing activities and syndication as the dominant source of income. For the Beez projects, sustainability plan is to leverage local ethnic audience reaches to generate revenues from local advertisers and sponsorship programs from both private and government sectors (i.e., social messaging on energy, health, education).

4. What are your most reliable sources of revenue?
For NAM at the present: grants and marketing
Both Beez projects are still under incubation with fund from Knight and contribution from NAM.

5. What are two technological innovations - or services made possible by recent technological innovation - that you've introduced in the delivery of news and information to your readers?
1/ Customizing news packages to meet the needs and preferences of media members.
2/ Encouraging and facilitating content exchange

6. **How effective are you in getting your content to people?**
Moderately successful but the trend is on the increase as more members are picking up content from NAM and Beez projects' for publishing on their sites.

7. **How do you measure your success?**
In terms of content delivery: tracking web traffic and readers' participation; numbers of stories get picked up by media members. In terms of revenue generation: value of marketing contracts as well as total money pass on to media members through ad campaigns.

8. **What do you hope to learn or get out of the Austin meeting?**
To learn about the different business models and ideas for revenue generation that can be adopted for both NAM and the Beez projects.

PART 2: DETAILS ABOUT YOUR ORGANIZATION

1. What is your technology platform?
The Beez projects are using a custom micro-framework/library written in Python. We will also be deploying other websites using the Django and Pylons frameworks. When our in-house Python micro-framework has been tested and debugged, we will release the source code under an Open Source license.

2. Do you share technology platforms and costs with other organizations?
Sharing technology platforms and costs with other network members is one of the goals and these will be offered during the expansion phase.

3. **How many full-time journalists (journalists or editors) do you have?**
NAM has one managing editors and 6 associate editors for different beats. All contents are produced by the editors and contributors from the network around the country. Each Beez project one part-time editor. All contents are contributed by media members based in New Orleans and San Jose.

4. **How many part-time journalists or freelancers do you retain?**
None

5. **What is the percentage breakdown of revenue by sources?**
Grants & Contributions: 58%; Marketing & Ad Revenue: 40%: Others: 2%.
Beez projects: 60% from foundation; 40% from NAM.

6. **Without foundation support, what would your organization look like?**
NAM would have to downsize to perhaps nearly half.