Community Media Map

Associations

New America Media Represents 2000 foreign language/ ethnic media

National org but strong focus on California

CUNY Center for Community and Ethnic Media (ccem.journalism.cuny.edu)

Trains ethnic media publishers/editors

National org but strong focus on NYC

NNPA Black Press of America

Connected to NNBJ, this association represents black outlets

NAHP National Association of Hispanic Publications

Connected to NAHP, this association represents latino outlets

LION (Local, Independent, Online News), this association represents digital hyperlocals

Types of Outlets

Foreign Language Excluding Spanish and Cantonese/Mandarin outlets

Often only in home language; generally very small, with a 1-5 staffers; print papers still very popular; radio very important, from lpfm to community radio; most revenue from local ads. Considered to be “community” and “independent”

Spanish and Cantonese/Mandarin outlets

Often bilingual or even English only. Corporate networks like Univision, HCN (radio), Asian Week; most revenue from national ads; well-staffed

Black outlets—independents

Mostly for-profit, mostly local (though see Chicago Reporter). Often hyperlocal, serving a neighborhood in a large city. Mostly print.

Black outlets—corporate

Very few news outlets: mostly BET, magazines

White outlets—independent

These are mainly hyperlocal digital sites/ bloggers with no real revenue model. They are distinguished from other types of small sites by focusing on their community. An example in San Francisco is hoodline.com

White outlets—corporate

There are chains of community papers that serve mostly small suburbs but also neighborhoods. Their revenue is ad-based and they survive by housing biz operations at the corporate office. There is an association for mostly white community papers.