

NEWS FOR THE PEOPLE



Strategies for Building Community

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The Media Consortium

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ENVIRONMENT FOOD DEVELOPMENT IDENTITY ARTS & EDUCATION

Everything Strange and New—An Interview with Director Frazer Bradshaw



Frazer Bradshaw started off as an experimental filmmaker, but his latest movie, *Everything Strange and New*

By [Emily Wilson](#), Last updated Thu, 3 Dec at 11:00am.

Daily Brief: Dec, 3: Welcome new bloggers, Temescal makes the WSJ, new coffee shops coming up

Community News: Support Tech's Drama Dept.



Oakland Tech is one of 50 schools in the country to be invited to the Edinburgh Fringe Festival. Help them get there.

By [Oakland Local edi...](#), Last updated 16 min 32 sec ago.

City debates suspending alcohol sales at High Street Billiards in East Oakland



The City of Oakland considers suspending liquor sales at High Street Billiards, where patrons have been arrested for selling drugs.

By [Cathy Bussewitz](#), Last updated 14 min 6 sec ago.

Oakland Local-News & Community



- ❖ 4 months old
 - ❖ 25,000 unique visitors month
 - ❖ 66,000 PV month
 - ❖ 2,350 Facebook fans
 - ❖ 1,000 + Twitter followers
 - ❖ 35+ non-profit partners
 - ❖ Growing volunteer base
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- ❖ Started with \$8,000 seed money from J-Lab/New Voices
 - ❖ Project of 501c3, Center for Media Change
 - ❖ Trains non-profit partners
 - ❖ Partners w/2 local school
 - ❖ Diverse team

Oakland Local Today



Editorial & community

- ❖ Original reporting
- ❖ Community posts
- ❖ Full calendar
- ❖ Trainings & Meet-ups
- ❖ Mobile & Web
- ❖ No full-time paid staff

Revenue building

- ❖ \$17,000 budget 2009
- ❖ Antic: \$210,000 2010
- ❖ Adding
 - ❖ Advertising & sponsorships
 - ❖ Consulting & training
 - ❖ Merchandise

What does being a community site mean?



- ❖ Doing with, not for
- ❖ Everyone is a partner
- ❖ We aim to serve
- ❖ Face to face relationships
- ❖ Wide range of views
- ❖ Move quickly, be responsive
- ❖ INCLUSIVE
- ❖ Respectful

Building community

- ❖ Allot time to meet & greet
- ❖ Have community guidelines
- ❖ Mean them
- ❖ Empower yr partners
- ❖ Be a GOOD partner
- ❖ Reach deep into community
- ❖ Reach deep again
- ❖ Teach
- ❖ Become relevant—and remain so



Oakland Local loves to share community strategies

Keep in touch

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