

NEWS FOR THE PEOPLE



Oakland Local: News & Community

Susan Mernit & Kwan Booth

December 4, 2009

Home page: oaklandlocal.com
Filling a need for diversity & local news

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 Today



- ❖ 7 weeks old
- ❖ 12,000 unique visitors month
- ❖ Blends reported stories, blog posts & community news
- ❖ 35+ non-profit partners
- ❖ 15 freelancers

- ❖ Funded by J-Lab New Voices Grant, \$17,000
- ❖ Project of 501c3, Center for Media Change
- ❖ Staffed by editor/publisher, senior producer, senior editor
- ❖ Progressive, diverse, issue-oriented
- ❖ Everyone is P/T now

Oakland Local's Next Steps



Revenue & Entrepreneurship

- ❖ **Sell ads & sponsorships**
- ❖ Print supplements
- ❖ Launch donate program
- ❖ Co-sponsor events
- ❖ **PAY STAFF!!**

Reach & Community

- ❖ Establish local bureaus
- ❖ Community news training
- ❖ Multiple languages
- ❖ Increase commentators
- ❖ Increase traffic, uniques

How we are different



- ❖ Focus on community relationships
- ❖ Blend of grassroots & quality reporting
- ❖ Partner & collaboration-focused
- ❖ Have some attitude
- ❖ Wide range of views
- ❖ Diverse resources within tightly defined areas/issues
- ❖ Broad range of members/readers
- ❖ Mobile-friendly

What we have learned

- ❖ Have a point of view
- ❖ Provide news and info no one else has
- ❖ Focus on filling a need
- ❖ Be a good partner
- ❖ Community is key
- ❖ Sustainability is critical; can't burn out
- ❖ Ads sales take time/relationships
- ❖ Grants: build the pipeline
- ❖ Spot.us rules!

A photograph of a city skyline at dusk. A vibrant rainbow arches across the sky, which is a mix of orange, yellow, and purple. In the foreground, there are several multi-story apartment buildings with balconies, some of which have lights on. The overall scene is a mix of urban architecture and natural beauty.

**We'd love to learn from your experience:
Help Oakland Local grow!**

Find us & talk to us--

**Twitter:
susanmernit
boothism
oaklandlocal**

Site: oaklandlocal.com