

# **oakland**

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## **LOCAL**

### **Oakland Local: A news & community resource for Oakland, CA**

#### **WHAT IS OAKLAND LOCAL?**

A non-profit news site focused on daily news and quality digital divide training to help local non-profits and community organizations , Oakland Local was named in a March 2011 City of Oakland survey as the most visited Oakland social media site. With a staff that is 75% people of color, and an audience that is mostly under 35 , Oakland Local reaches the diverse audience that embodies Oakland.

For almost 2 years, Oakland Local has played an important role educating and engaging the public and earning the community's trust. We provide clear, objective, non-partisan information and research on the critical issues including development, food access, transportation, restorative justice, education and arts and culture issues in and around Oakland, CA.

Timely information grounded in “hardwired objectivity” is an investment in our community's future. Our innovative news partnerships with KQED, SF Gate, The Bay Citizen, New America Media and others help us reach broad audiences—but we rely on a mix of grants, advertising and sponsorships and corporate and individual donations to operate.

#### **Statistics & Partnerships**

Oakland Local is the largest non-profit independent news site in the East Bay. Each month, we reach more than 60,000 unique visitors per month on the site. Our Facebook page has 5,900 fans, and we have more than 4,000 Twitter followers.

We have news partnerships with Yahoo! News, Google News, New America Media, The Media Consortium, SFGate, KQED, Spot.us, Newsdesk and The Investigative News Network. Our staffers belong to the Online News Environmental Journalists and The Bay Area Black Journalists Association.

We have community partnerships with over 40 local non-profits and community organizations, including The Ella Baker Center, Bay Localize, Grind for the Green, Bikes 4 Life and the Lower Bottom Playaz. (See our site for a complete list of partners([oaklandlocal.com/partners](http://oaklandlocal.com/partners)))

#### **What is Oakland Local About?**

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Oakland Local combines original investigative and feature reporting with community news and information. We publish daily, 3-6 original stories a day. We train and mentor aspiring writers, and empower community organizations and non-profits to post on the site. We are a capacity-building organization for civic engagement and community empowerment.

### **Who is our team ?**

Our team is from Oakland. We are 75% people of color, 70% women, with 30% born and bred in Oakland, 40% here 5-15 years, and 30% here under 5 years and **all passionate about this city**. Staffers include (see full list at [oaklandlocal.com/staffers](http://oaklandlocal.com/staffers))

**Susan Mernit, Editor/Publisher:** Susan is [Oakland Local](http://oaklandlocal.com)'s volunteer editor and publisher. She assigns stories, raises money, writes blogs & articles, and works with nonprofits and community organizations.

**Kwan Booth, Senior Community Manager:** Kwan handles much of our community outreach and training and is a former Post reporter and a writer.

**Michelle Fitzhugh-Craig, Managing Editor:** "MFC" is an award-winning journalist whose awards and recognitions include first place for investigative reporting for her work with the Chauncey Bailey Project and an Associated Press Managing Editors Award for column writing.

**Jennifer Inez Ward, Contributing Editor:** Lake Merritt writer and photographer Jennifer has documented Oakland and the Bay Area for more than a decade.

### **Funding and Organization**

Oakland Local is a project of The Center for Media Change. We have received funds from the Harnisch Foundation, the G.W. Williams Institute for Investigative Reporting, The Renaissance Center for Innovative Media, The California Endowment, and , New Voices, a J-Lab program. We also sell advertising and sponsorships and accept tax-deductible donations(go to: <http://bit.ly/dPU5NZ> )

**For more information or to get involved, contact [editor@oaklandlocal.com](mailto:editor@oaklandlocal.com)**