

# NEWS YOU CAN USE:

## NAM Holds Ethnic Media Briefing with Atlanta Mayor Shirley Franklin

The first monthly event leading up to NAM's National Ethnic Media EXPO & Awards  
January-June 2009

In the first of several Atlanta-area events aimed at building visibility for Atlanta's robust ethnic media sector scheduled between January and May 2009, New America Media held a newsmaker briefing with Atlanta Mayor Shirley C. Franklin on January 26, 2009. The events are leading up to New America Media's National Ethnic Media EXPO & Awards, co-sponsored by UGA's Grady College, to be held on June 4-5, 2009, at the Atlanta Hyatt Regency.

Speaking to local media comprised of Korean, Hispanic, Asian, African-American and other journalists of diverse backgrounds, Mayor Franklin encouraged open and ongoing dialogue between reporters, the public and government. The 63-year-old native Philadelphian called Atlanta a "city too busy to hate," and extolled the city's consistent growth during a time of economic volatility.

Atlanta, which Mayor Franklin called "the cradle of the civil rights movement," is faced with eliminating homelessness, seeking funds for 200 to 300 additional officers for its police force, and sustaining city employees following massive layoffs late last year. Many of its challenges stem from the city's rapid population growth, which Franklin attributes to its "favorable" general proximity to entertainment, educational and employment venues that "enhance one's quality of life."

"We can no longer afford to not communicate with ethnic media," stated Sandy Close, executive director of New America Media. "We need each other; we're the future of journalism."

The June EXPO & Awards will feature a plenary address by former First Lady Rosalind Carter, the Awards ceremony dubbed the "ethnic Pulitzers" by the Jim Lehrer News Hour, three tracks of professional-development workshops designed expressly for the ethnic media, the release of NAM's groundbreaking poll of immigrant women, and more. NAM is currently cultivating sponsors and attendees for the event; those interested in receiving updates and more information should contact Communications Director Laura Goode at [lgoode@newamericamedia.org](mailto:lgoode@newamericamedia.org).

