

North American Economic Herald Media Group
(NAEH)

Prepared for Miami-Dade County 2020 Census Task Force

Present by: Aileen Fan (Journalist/Author/Speaker)

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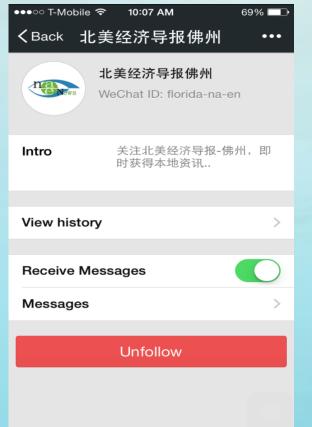
# **About Us**

- The North American Economic Herald (NAEH) is the largest weekly distributed and most popular full-size, whole-color printed Chinese newspaper in Florida (8,000 copies every week distributed to 80 locations).
- NAEH includes a variety of topics such as global and local economics, finance, investment, corporate law, real estate, education, history, culture, fashion, and entertainment.
- e-paper (www.issuu.com/naehfl) and a WeChat platform (ID: florida-na-en). Total subscribers are about 5,000.



# Newspaper, E-Paper and Social Media







**Newspaper** 

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贷款专家: Mengshi LU (日女士,中英文)

**Social Media** 

**E-Paper** 



# **Our Mission**

- To disseminate economic knowledge to Chinese communities in the U.S., and to promote local business.
- To build as a bridge between the government/individual entities and the local Chinese communities.
- To serve as platform for resource integration and to benefit for all sectors.



# **Our Services**

- Business advertising includes translation and ad design
- Special event reporting
- Organizing activities
- Business matchmaking
- Business consulting and promotion services
- Travel
- Real estate
- Youth entrepreneurship



# **Our Team**





#### **Partner Resources**

Long standing cooperation with lots of local Chinese entities:

- American Chinese Culinary Federation of Florida (ACCF) with about 500 members
- Chinese Language Teacher Association of FL (CLTA-FL) with 200 members
- Many Chinese Organizations in Florida with total more than 60,000 members
- More than 20 Chinese weekend schools in FL with thousands of students



# What NAEH Can Do for 2020 Census?

- Publicize and disseminate Census 2020 information through newspaper and social media.
- Produce a video interview with Census 2020 officials regarding the importance, meaning and operations of census, and translate it into Chinese.
- Host community seminars in Central and Southern Florida.
   Explain Census and answer questions and concerns that are specific for the Chinese community. (Interpreter provided)
- Print and deliver the materials to Chinese communities



# What NAEH Can Do for 2020 Census?

- Organize and recruit Chinese volunteers.
- Offer translation, volunteer training and other services.
- Set up Census service desk in key Chinese supermarkets and restaurants to generate awareness and help with registration.
- Encourage Chinese associations to set up Census 2020 links on their website.
- Promote Census 2020 in Chinese associations and community events.



# **Contact Us**

# North American Economic Herald Media Group

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# **NAEH Supports 2020 US Census**

