

# 北美經濟導報

North American Economic Herald

**North American Economic Herald Media Group  
(NAEH)**

**Prepared for Miami-Dade County 2020 Census Task Force**

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

**2019-10-07**

## 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](http://www.issuu.com/naehfl)) and a WeChat platform (ID: florida-na-en). Total subscribers are about 5,000.

# 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

**Address:** 934 North University Dr. #457, Coral Springs, FL 33071

**Tel:** 305-890-0185

**Website:** [www.naehusa.com](http://www.naehusa.com)

**WeChat:** florida-na-en

**e-paper:** [issuu.com/naehfl](http://issuu.com/naehfl)

# NAEH Supports 2020 US Census

