

El Tiempo

NEW ORLEANS



Juan Carlos Ramos
Publisher



Brenda Melara
Editor

El Tiempo New Orleans is a monthly newspaper developed and published by JC Media. It was born out of a need for print media targeting the local Hispanic community after the passage of hurricane Katrina. The first issue was published and distributed in May 2006. It is published in a bilingual format (Spanish and English) in order to reach more readers interested in the issues affecting Hispanics. It covers local and international news, sports, health, culture, economy and immigration issues, social functions, and a calendar of events informing readers of activities that are happening in the area. El Tiempo publishes 17,500 issues a month, is free to the public and is available at 179 businesses throughout the Greater New Orleans area and the Gulf region which includes Gulfport and Biloxi, Mississippi. El Tiempo is also available on its website at www.eltiemponeworleans.com.

JC Media is owned by Juan Carlos Ramos who worked for many years as General Sales Manager for La Prensa and La Fabulosa. He also worked for WWL 870 and has been a proud board member of the Hispanic Chamber of Commerce of Louisiana for the past five years.

Other experienced staff at El Tiempo includes Brenda Melara, a UNO graduate in Drama/Communications who has worked in radio, has been an interpreter/translator and had a social column for La Prensa; Kristin Badeaux, an experienced graphic designer who came from MC Media, and has designed New Orleans Magazine, Biz New Orleans, Louisiana Life, Saints NFL Program, and La Prensa; Cheryl Gerber, an award winning local photographer whose work can also be seen in Gambit Weekly and other national publications such as The New York Times, The Washington Post, and Rolling Stone; and J. M. "Chepe" Bonilla, former international banking officer, business entrepreneur, former soccer player and mentor to numerous children who know him as Coach "Chepe". El Tiempo also counts with freelance writers from different backgrounds.

Future plans for JC Media in 2007 include a social magazine covering Hispanic community events in the area with Brenda Melara as editor.

"New Orleans' newest bilingual newspaper, El Tiempo provides important coverage of international business and current events. The recent cover story about the World Trade Center was excellent, with perceptive insights into what the WTC has been doing to promote increased trade and investment for New Orleans and Louisiana in the aftermath of hurricane Katrina."

— World Trade Center of New Orleans



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