

Destination DeKalb NEWS OF THE INTERNATIONAL COMMUNITY India Tribune here Atlanta edition targets news, features, 'matrimonials' for growing community

The Atlanta Journal and Constitution

May 5, 1994, Thursday

Copyright 1994 The Atlanta Constitution

Section: EXTRA; Section A; Page 2

Length: 690 words

Byline: By Tim Fay STAFF WRITER

Body

Atlanta's Indians this week launched the group's first weekly newspaper in DeKalb County, one of the few immigrant groups in the area to reach such a landmark.

The English-language paper, based in DeKalb County, features wire news from India, Indian-American news from across the Southeast and the U.S., and local ads, including a page of "matrimonial" pitches.

The Chicago-based India Tribune launched the Atlanta edition, aimed at Indians throughout the Southeast. The paper's Atlanta newsroom is off Briarcliff Road in DeKalb. A Stone Mountain firm handles printing and "inserts" local news pages and ads into the national edition.

"I saw that Atlanta needed an [Indian] newspaper," publisher Prashant Shah said, citing the growth of the Atlanta area's Indian community. Conservative estimates of the population reach 20,000.

A monthly newsletter called "Voice of India" will continue its local publication.

The Atlanta edition will join Chicago and New York versions. (Competing newspapers are published in Los Angeles and Houston.) Four staffers will operate the Atlanta bureau.

The paper features local display and "matrimonial" ads, and will soon include a news column for hotel and motel owners, Shah said.

Indians as an immigrant group are unusual in that most are fluent in English. That ability to read the English-language mainstream press dampens the demand for Indian-oriented papers, making the publication of an Indian weekly all the more impressive, observers say.

"It's really a good thing that even if India is one of the Asian countries, th at they can communicate in English, that they can share the news of the community with the mainstream people," said Brian Kim, a reporter for the Doraville-based Korean Southeast News. "Hopefully [the English-language format] will help provide their news for other Asians as well."

The Atlanta area supports weekly Korean-and Spanish-language newspapers.

Reflecting a British heritage and an England "pass-through" of many immigrants, the paper sometimes uses British spellings. The influence also appears in the witty, discreet "matrimonial" ads.

Destination DeKalb NEWS OF THE INTERNATIONAL COMMUNITY India Tribune here Atlanta edition targets news, features, 'matrimonials' for growing community

Attention, singles: almost all of the "matrimonial" advertisers claim to be doctors, accountants, or other eligible professionals. One ad "invites correspondence from engineers and doctors above 5 feet 10 inches and below 35 years." Yet another ad headlines: "North Indian Brahmins invite an alliance with their charming daughter." Others say "caste no bar."

The prevalence of doctors and other professionals amidst readers attracts profitable advertising, Shah said. A full-page ad in the 44-page newspaper costs about \$ 750, according to a staff member.

A 52-week subscription costs \$ 20. But individual newspapers are available at Indian businesses for 60 cents. Three primarily Indian shopping centers are in or north of Decatur. That includes a center at the intersection of North Druid Hills and Briarcliff roads, a two-minute drive from the Tribune office.

The staff hopes to meet the special needs of youngsters caught between two societies, said full-time Youth Activities Editor Sundeep Patel.

"Our parents, they don't really see the two lives that most students who are second generation have to live. At home it's traditional Indian, and then you go to school. The newspaper really helps," said Patel, 32.

Freaknik stymies Indian concert. The Jagjit Singh's April 23 concert in Center Stage Theatre in Atlanta attracted half the expected crowd, because of the Freaknik traffic jam, India Tribune writers said. Tickets for Singh's classical Indian singing and harmonium instrument concert cost from \$ 25 to \$ 65.

Cinco de Mayo: Locally, the Mexican holiday today is largely linked to Margaritas, but the day actually marks an 1862 Mexican victory in Puebla over an invading French army.

Sept. 16 is the Mexican Independence Day, which marks Miguel Hidalgo y Costilla's 1810 "Cry of Dolores," or declaration of independence.

Berta Fuller, a Latino-background administrator in Chamblee City Hall, said Cinco de Mayo in Atlanta is "just an excuse to sell Margaritas" in area restaurants.

Classification

Language: ENGLISH941260088

Subject: LANGUAGE & LANGUAGES (89%); NEWS BRIEFS (72%)

Company: ATLANTA LTD (92%); ATLANTA LTD (92%); ATLANTA LTD (92%)

Ticker: ATLANTA (NSE) (92%)

Industry: PERIODICAL PUBLISHING (78%); PUBLISHING (78%); NEWSPAPER ADVERTISING (78%); PRINT ADVERTISING (76%); HOTELS & MOTELS (66%); RETAILERS (50%); SHOPPING CENTERS & MALLS (50%)

Geographic: ATLANTA, GA, USA (91%); NEW YORK, NY, USA (79%); CHICAGO, IL, USA (72%); CALIFORNIA, USA (79%); INDIA (94%); ASIA (78%); ENGLAND (58%)

Load-Date: May 6, 1994

Destination DeKalb NEWS OF THE INTERNATIONAL COMMUNITY India Tribune here Atlanta edition targets news, features, 'matrimonials' for growing community

End of Document