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| **Just days remain to make a contribution to local news that will be doubled as part of our** [**2nd Annual New Mexico Local News Matching Campaign**](https://www.nmlocalnews.org/publications/local-news-match-2022/)**!**We would like to highlight two more participating local publishers, both of whom are serving communities in Northern New Mexico. Among news organizations hosting a fundraising campaign is [**Green Fire Times**](https://www.greenfiretimes.com/), a print and digital magazine with a unique focus upon multicultural connectivity, the environment and sustainable local economies. **The publication strives to elevate diverse voices, particularly of Indigenous and Hispano residents, and relies upon a mix of professional and non-professional writers and photographers.**“I’ve lived here most of my life and recognize there are all of these living treasures out there – people who are so knowledgeable in what they do, but they’re not necessarily great writers,” says Editor-in-Chief Seth Roffman. “But we’re able to work with them. We send drafts back and forth until they’re happy with it, and we’re happy with it. We try to maintain their voice but fine-tune the writing a bit.”The [**September-October edition**](https://issuu.com/greenfiretimes/docs/gft_sepoct2022_v8web) featured articles about food security, regenerative agriculture and a push to make green chile-roasting solar-powered, among other topics. **The printed edition is distributed from Albuquerque to Taos, including in some pueblos**. And Green Fire Times has [**a new website for digital distribution**](https://www.greenfiretimes.com/).Roffman helped found the publication in 2009. The organization Southwest Learning Centers purchased it from a previous owner in 2018. **The publication ties into the nonprofit’s mission of multi-cultural education and community development.**While the magazine has a dedicated readership, Roffman says it has struggled financially. **The cost of publishing a print edition is high, but he feels it’s still needed in the communities the magazine serves.**“Because of the kind of unique approach we have with a lot of people from communities writing articles, a lot of them just really like having a print issue,” he says. “A lot of them have collections of issues we’ve published. **I’m not sure if we’d be able to do what we do if we didn’t maintain a print issue – because of the community benefit.”**Because Northern New Mexico attracts many visitors from across the globe, an eclectic mix of people often find and read the magazine. Sometimes, **Roffman says, people reach out about how to start a similar publication where they live.**“We’ve realized Green Fire Times has become sort of a template for how to promote regional, culturally based economic development,” he says. “That’s something with potential.”Green Fire Times was among local news organizations that participated in the [**2022 New Mexico Local News Accelerator**](https://www.nmlocalnews.org/local-news-accelerator/), **which equipped newsrooms with tools and info to help them become more sustainable.** The magazine then joined in NMLNF’s news matching campaign – in which new donations, subscriptions and memberships will be matched, dollar for dollar, up to $5,000 in the month of December.Roffman says the magazine has done some fundraising in the past, but [**its current campaign**](https://www.greenfiretimes.com/) is the “highest profile” effort yet.“Now that we have the new website up, it’s a big plus in helping make that possible,” he says. **“This particular campaign is definitely going to be helpful at a time when we really need some support.”** |

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