Journalism Funded by Philanthropy

Accelerate Local 2021 Workshop

Hosted by Frank Mungeam, chief innovation officer, Local Media Association
Panelists – Friday Feb. 26

Kristin Dizon

Manuel Coppola

Jerry DiColo

Frank Mungeam
LMA Lab for Journalism Funding

- Sizing the Philanthropy Opportunity
- 3 Paths to Funding
- 5 Questions to Answer: The Funder Pitch
- Editorial-Funder Firewall
- Lessons from our LMA Lab Publishers
Sizing the Philanthropy Opportunity
Beyond “Charity”

PARTNERSHIPS NOT “HANDOUTS”

LONG-TERM RELATIONSHIPS, NOT AN “ATM”
Sizing The Opportunity

- Philanthropy as One Pillar for Sustaining Journalism
Philanthropy as Funding Pillar

Seattle Times: 18 Reporters

Fresno Bee: 30% of Newsroom
Pathways to Funding
Many Pathways to Philanthropy

- Foundations & Grants
- Community Foundations
- Single Large Donors
- Small-Donation Campaigns
5 Questions to Answer: The Funder Pitch
5 Questions to Answer

- What’s the Problem You Want to Solve?
- Who are the Audiences You Seek to Serve?
- What is Your PLAN for Serving Them and Addressing the Problem?
- What Resources are Needed?
- What Impact Do You Hope to Achieve?
Where Journalism & Philanthropy Align
It’s Not About You: Community First

Community Need

Local Journalism

Funder Goals
Community Listening / Network Map
Finding the ‘Sweet Spot’

Identifying a Philanthropy Project

Community Needs
1.
2.
3.
4.
5.

What Community Needs

Funders will support:
1.
2.
3.
4.
5.

What Publisher Can DO

What a Funder will support

Publisher Impact
1.
2.
3.
4.
5.
Case Studies
The Advocate: La. Investigative Fund

https://investigate.nola.com/
News deserts and weak ethics laws allow corruption to run rampant in SC

By Tony Hartling, Glenn Smith, Joseph Graziano and Sonya D. Wheel

Flying down zip lines. Tens of thousands of dollars in hotel bills at luxurious resorts. Thousands of dollars in Clemson football tickets. These are some of the perks South Carolina's public servants lavished on themselves when nobody was watching. Read more

SC governor and lawmakers close ethics loopholes for gas districts

South Carolina Gov. Henry McMaster is calling for more scrutiny of ethics loopholes for the state's many special districts in the wake of a Post and Courier report that painted a portrait of free-spending agencies with little oversight. Read more

We're raising $100K in 100 days for public service journalism

Instances of alleged and prosecuted corruption have flourished as South Carolina's newspapers close or shrink, creating news deserts and ghost papers across the Palmetto State. Our latest peerless project, “Uncovered,” aims to fill some of that void. Here is the reality of work like this: it is incredibly expensive.

SUPPORT THE POST AND COURIER INVESTIGATIVE FUND: Our Public Service and Investigative reporting is the most important, and most expensive, work we do. We need your financial backing to produce these stories that drive change in our communities big and small throughout the state. Please donate today.

DONATE NOW

https://www.postandcourier.com/uncovered/
BREAKOUT:
Team up and share Your “5 Answers”

In pairs: 15 minutes
5 Elements of Funder Pitch

1. Problem to Be Solved
2. Community to Be Served
3. How We’ll Do It
4. Resources Needed
5. Impact and Outcomes

15 mins, in pairs: Each pitches the other
DISCUSSION:

Funder Pitch
Editorial-Funder Firewall
Transparency Checklist

- Why We’re Asking
- How We’ll Use Funds
- FAQ
- Editorial/Philanthropy Firewall
- 501c3 restrictions: In service of “Public Good”
Editorial Firewall Statement

**JOURNALISM INDEPENDENCE AND INTEGRITY**

• Funders do not have any input into the reporting of stories or into any of the specific content that will emerge from these initiatives.

• Funders are not aware of specific stories The Seattle Times newsroom is working on and does not review them before publication.
  
  • Funders do not have special access to reporters.
    
  • Readers know who our funders are.

*The Seattle Times*
FAQ: The Louisiana Investigative Journalism Fund and community-funded journalism

What is the Louisiana Investigative Journalism Fund?

The Times-Picayune and The Advocate are seeking community support for an expanded investigative team focused exclusively on Louisiana. This is a funding model used by several national investigative units (ProPublica, Reveal, The Marshall Project) as well as other U.S. daily newspapers (The Seattle Times, The Fresno Bee).

The Louisiana Investigative Journalism Fund will provide approximately $500,000 a year for two additional investigative reporters, a data journalist and a deputy editor. This will double the size of our current investigative team and will allow us to pursue more deeply reported, expensive and time-consuming stories that root out corruption, shine a light on injustice and have a positive impact on our local communities.

https://www.nola.com/article_9dec48da-3ef9-11eb-a6c6-033d1dcb45e4.html
Lessons from Publishers
Q & A

Read more at www.localmedia.org