



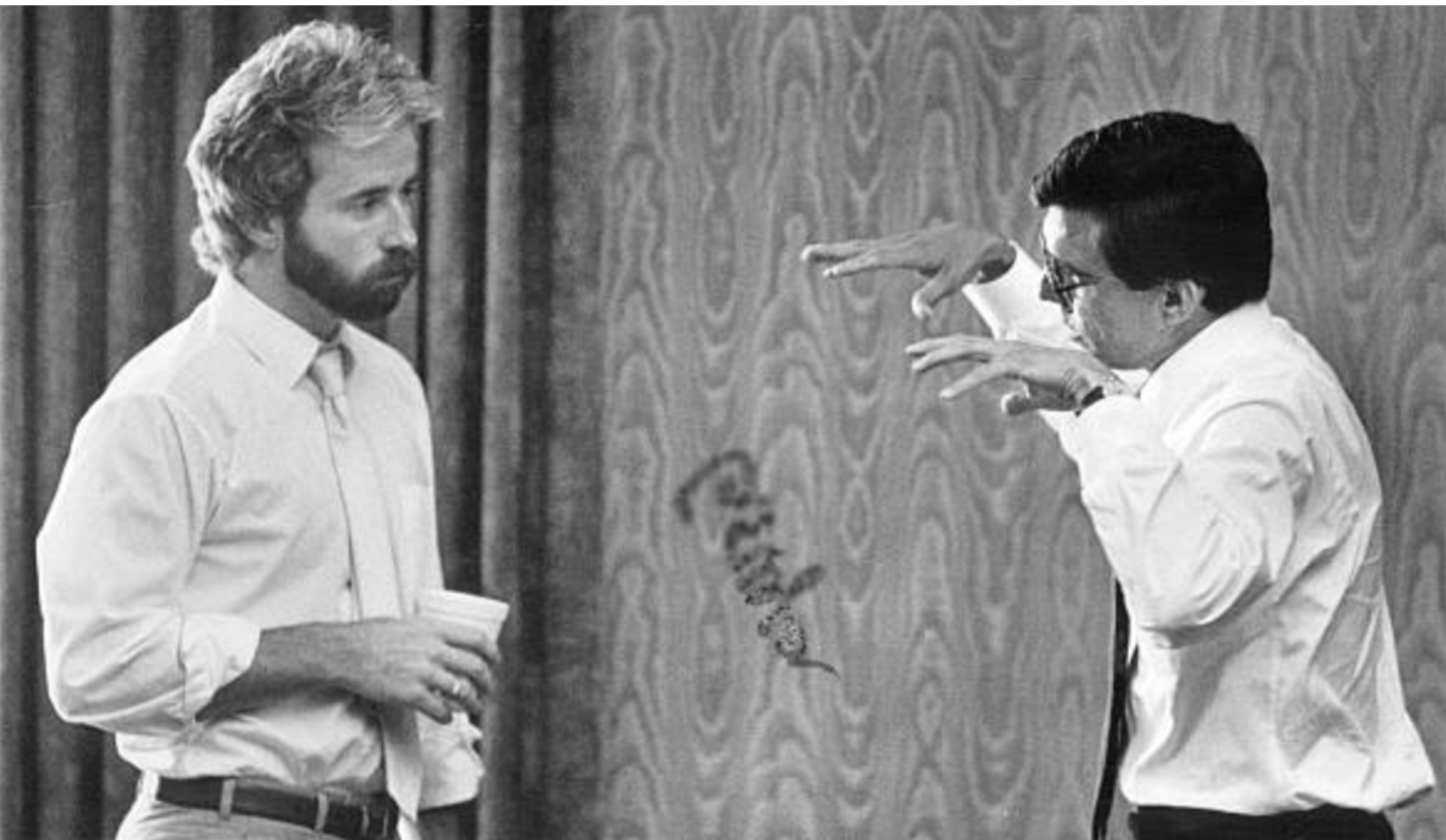
Colorado's Local News Ecosystem: Charting a Path Together

Colorado Press Association
April 12, 2019

Melissa Milios Davis
Gates Family Foundation

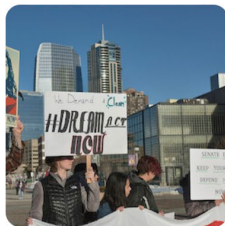
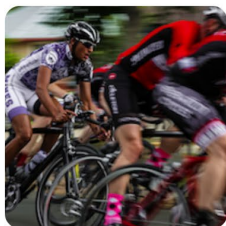
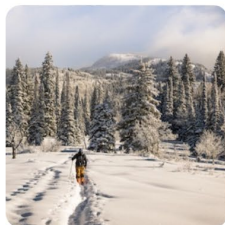
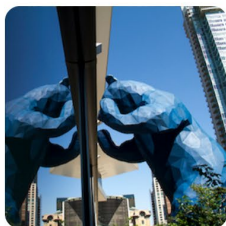
A scenic landscape of Colorado mountains at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. In the foreground, there are green and yellow shrubs and several tall evergreen trees. The middle ground shows a dense forest of evergreens, and the background features a range of rugged mountains under a hazy sky.





“Consider this also a signal to our community and civic leaders that they ought to demand better.”





COLORADO MEDIA PROJECT

Building Colorado Media Together

We are researching and testing new ideas and digital tools that strengthen the civic fabric of Colorado.

[Learn More](#)





COLORADO MEDIA PROJECT

CULTIVO

BCG

THE BOSTON CONSULTING GROUP



Survey of 2,000+ Colorado residents' media habits



40+ hours interviewing CO journalists



Benchmark study of CO public, nonprofit and digital-native outlets



Public events with national thought leaders



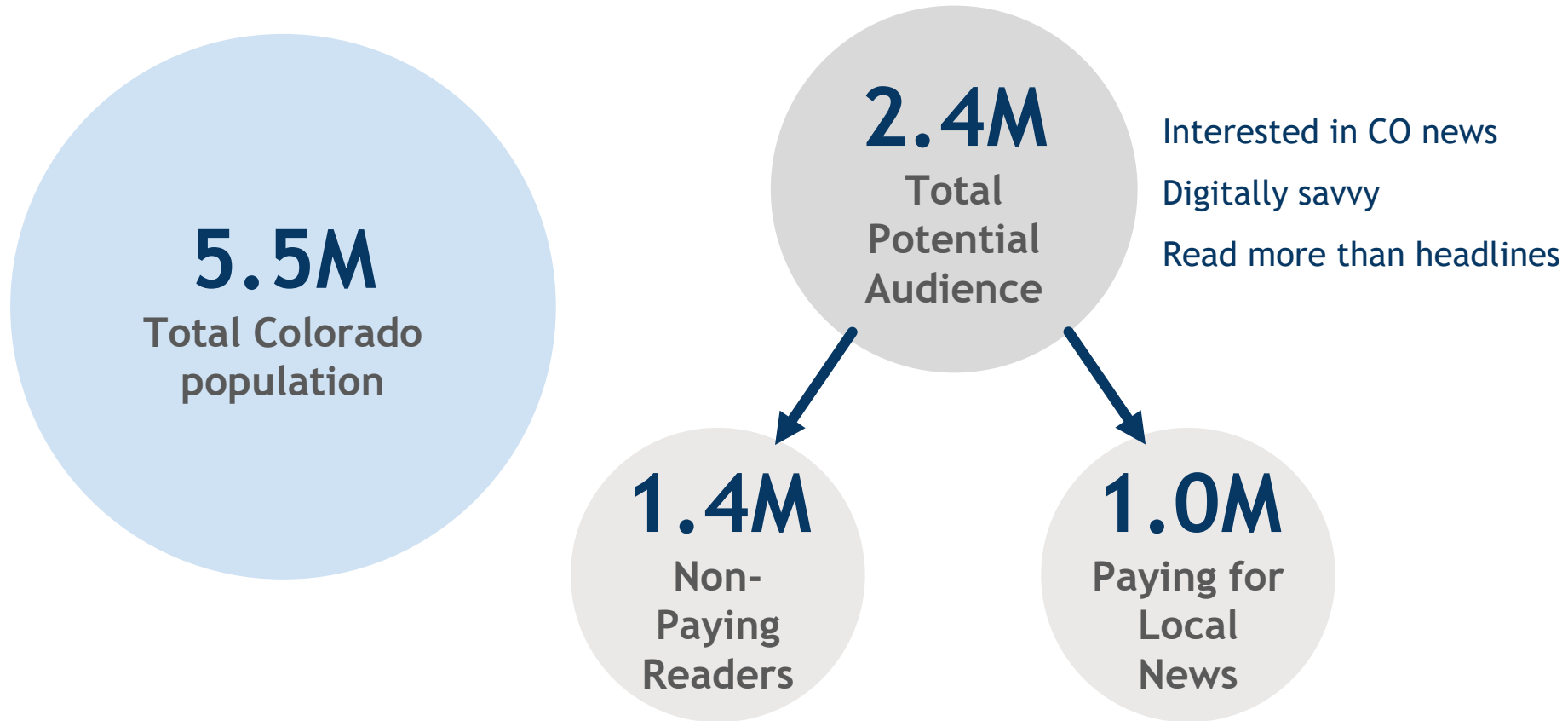
Digital prototype research and testing



Analysis of sustainable media business models



Quantifying CO's Digital News Market





The Attention Economy

CO news audiences are shifting ...

5.5M
Total
CO pop.

How do Coloradans consume news?

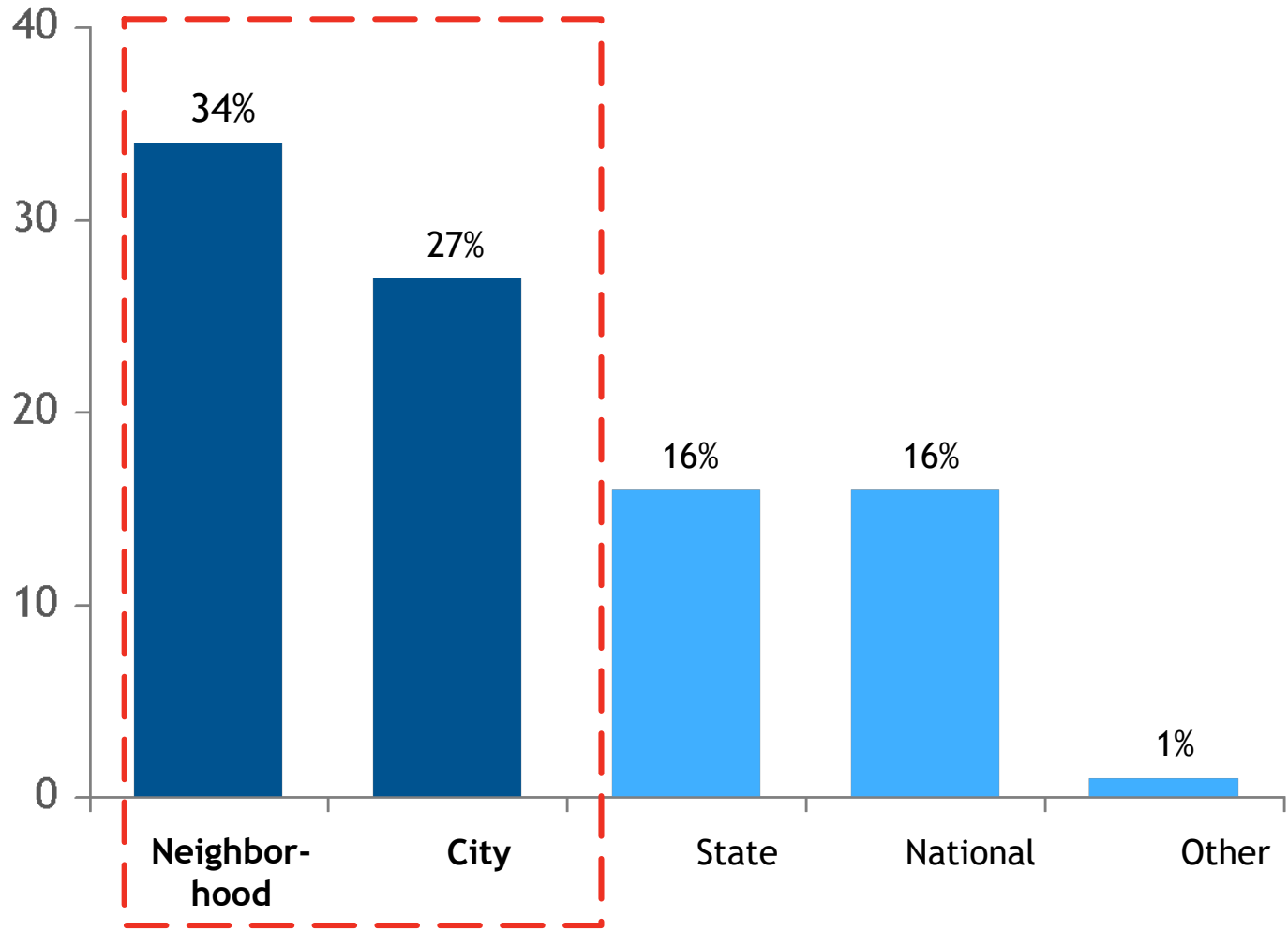
- 92% Use a digital device to consume news daily
- 60% Read only headlines or short summaries
- 34% Prefer full-length articles or programs
- 5% Regularly dig-in to long-form journalism

Aug. 2018 Colorado Media Project survey of 2,000+ CO residents

Strongest affiliations are local

5.5M
Total
CO pop.

% of respondents ranking top 3 affiliation

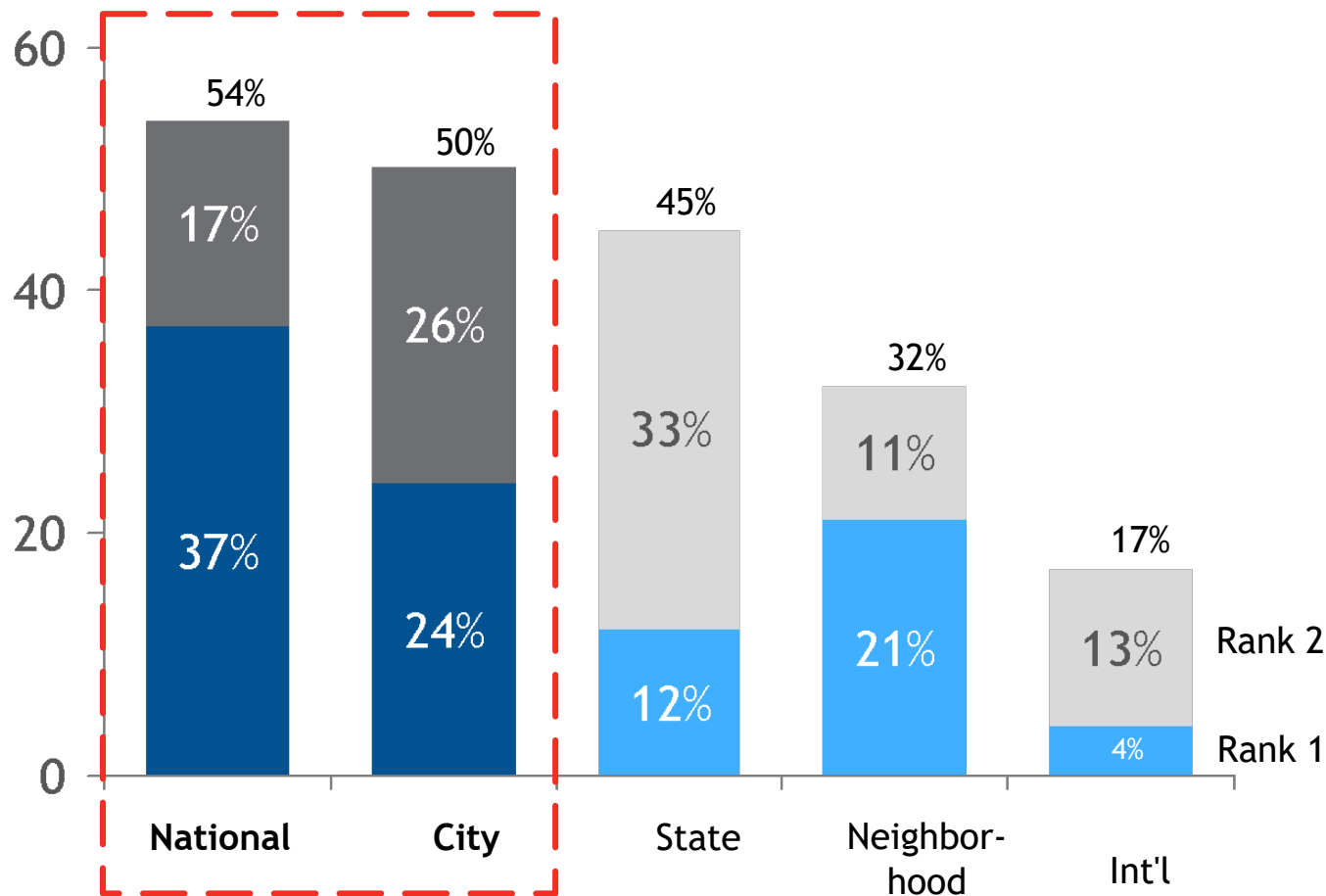




Interest in news is broader

5.5M
Total
CO pop.

Interest in news scope, as ranked by respondent

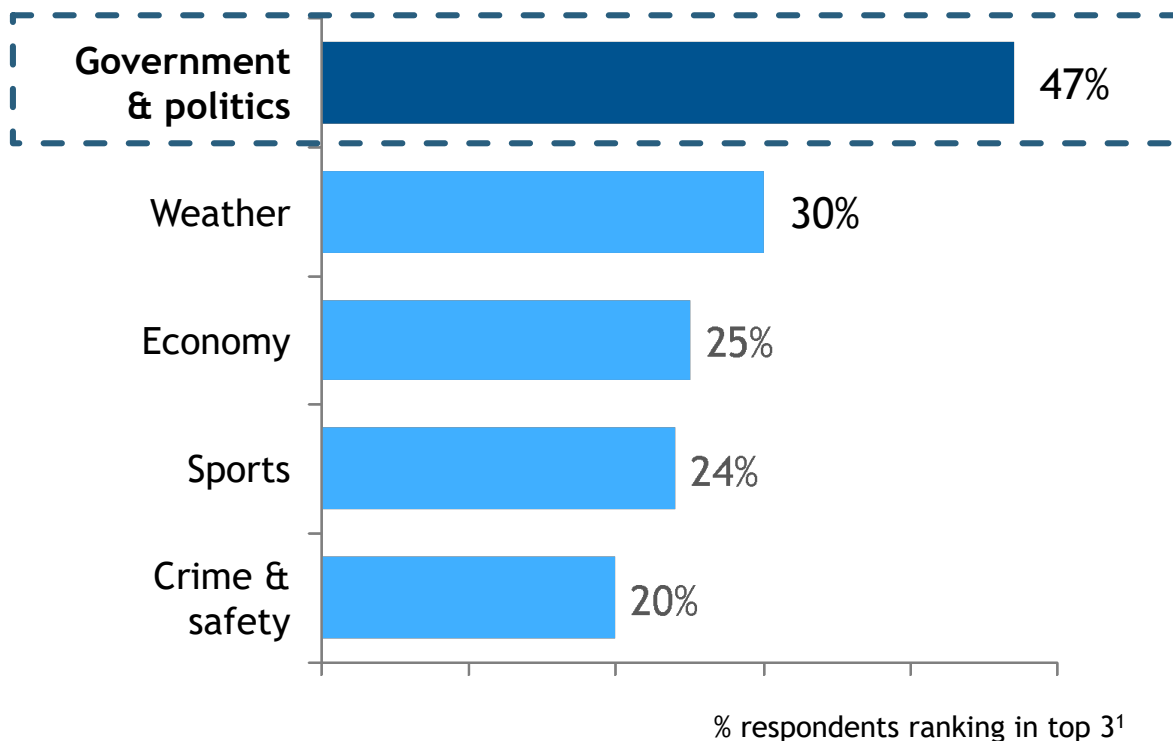




Paying audiences prioritize government and politics

1.0M
High
WTP

Order of importance - top five topics



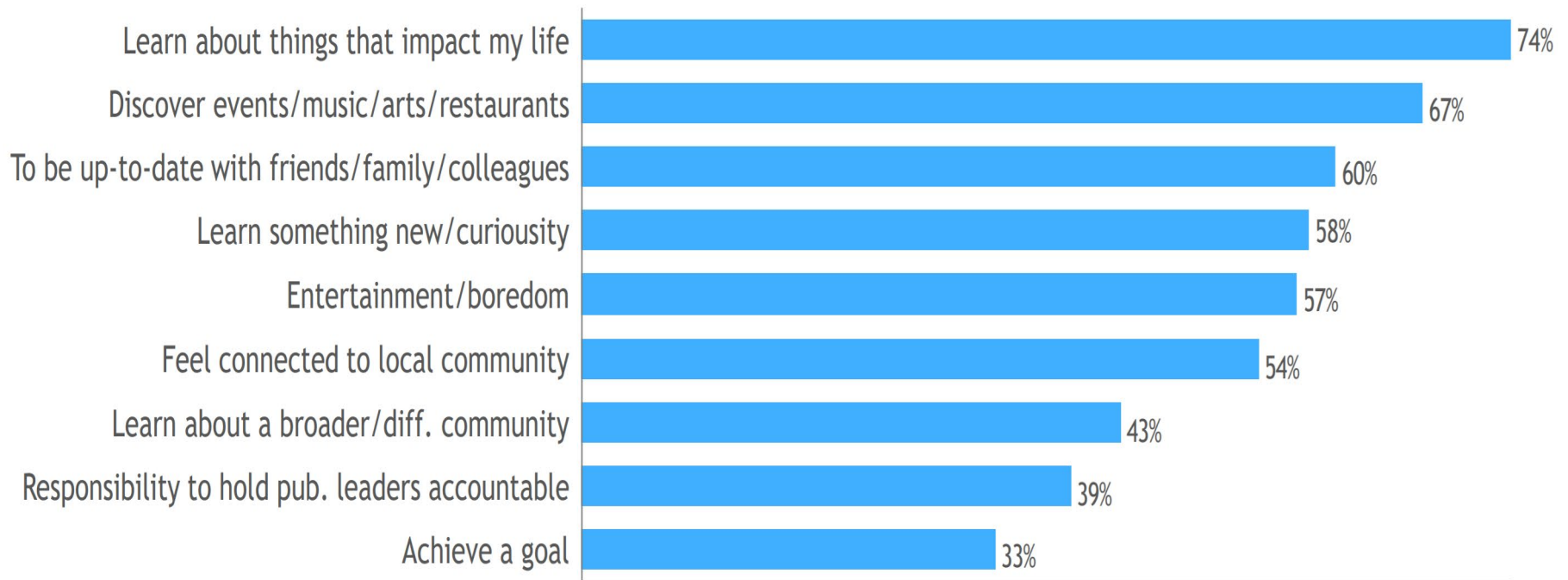
Of the topics that you typically consume, please rank them in order of importance to you.



Relevance to daily lives, community exploration and connections drive readership

1.0M
High
WTP

Cited motivation for consuming news %



What are your motivations for consuming published content?

Reports from the Colorado Media Project



KEY INSIGHTS FROM THE COLORADO MEDIA PROJECT

In just four months, the Colorado Media Project has produced thought-provoking research and insights. Read our [executive summary](#), or take a deep dive into the various components — from our 2,000+ survey of Colorodans, to digital prototypes and business concepts, to a benchmark study of Colordado's digital and nonprofit outlets — and more.

Sep 24, 2018



2018 COLORADO MEDIA SURVEY FINDS A SIZABLE MARKET FOR DIGITAL, LOCAL NEWS

About 2.4 million digitally-savvy Coloradans are interested in state, local, and neighborhood news, and read more than headlines, a Colorado Media Project survey of 2,000+ residents has found. And about 1 million of these Coloradans are willing to pay for local news - the first time this market has been quantified.

Sep 24, 2018



COLORADO'S DIGITAL AND NONPROFIT MEDIA LANDSCAPE: 2018 BENCHMARK REPORT

The Colorado Media Project — in partnership with the Institute for Nonprofit News — set out to learn more about the state's local news landscape, surveying 14 independent news outlets in Colorado to gain information about their mission, coverage topics, audience, staff size, business model, and more.

Sep 22, 2018

coloradomediaproject.com/why

**COLORADO
MEDIA
PROJECT**



The emerging nonprofit/digital media ecosystem





Evolving digital business models

Only the public media model ensures equitable access to all



Commercial model



Public media model

Primary revenue stream

Subscription & advertising revenue

Voluntary membership & advertising revenue

Supplemental revenue stream

Individual philanthropy

Individual philanthropy and foundations

Nature of experience

Tiering of consumer experience, content, and ad-exposure based on level of subscription

Uniform experience for all consumers regardless of membership/contributions

More sustainable model for business

A stylized map of the United States is the background, rendered in shades of blue and red. The map is composed of various newspaper clippings and documents, some of which are overlapping and tilted at different angles, creating a collage effect. The text is centered over the map.

**CRISIS IN
DEMOCRACY:
RENEWING TRUST
IN AMERICA**



COLORADO MEDIA PROJECT

Local News is a Public Good

Together, we are strengthening and sustaining trustworthy local journalism that serves all Coloradans.

[JOIN US](#)

[LEARN MORE](#)





CAPACITY

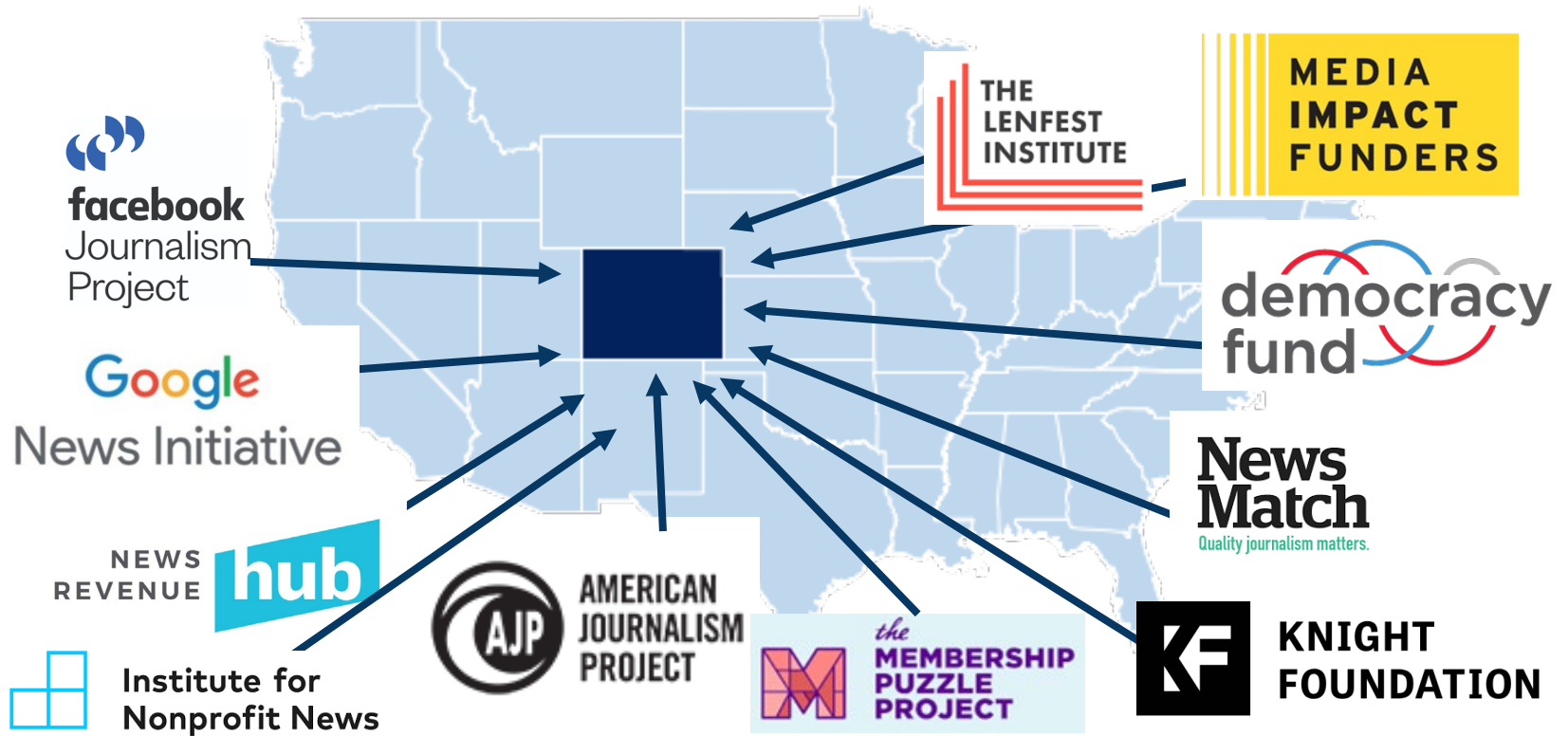
COLLABORATION

CONVERSATION





Galvanizing resources & support for Colorado's local newsrooms





COMMUNITY FOUNDATION BOULDER COUNTY





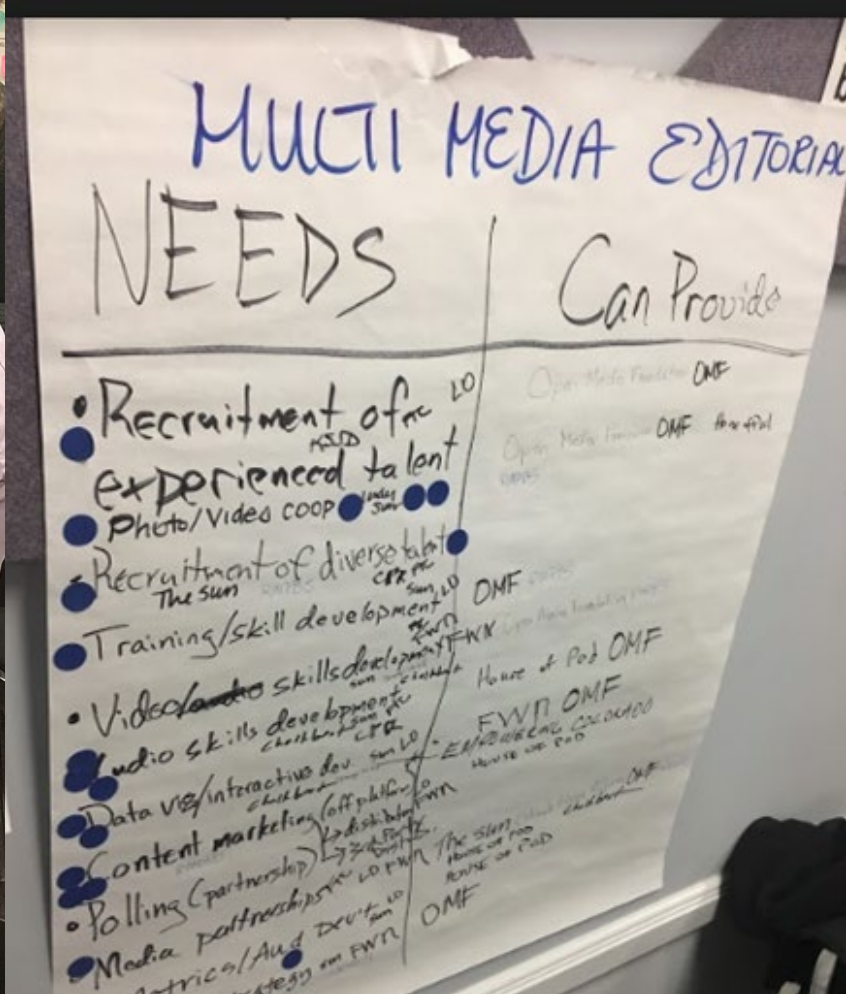
**KNIGHT FOUNDATION FOCUSES
ON BUILDING THE FUTURE OF
LOCAL NEWS IN \$300 MILLION,
FIVE-YEAR COMMITMENT**

<https://knightfoundation.org/press/releases/knight-foundation-focuses-on-building-the-future-of-local-news-in-300-million-five-year-commitment>



**COLORADO
MEDIA
PROJECT**





REPORT | **SOLUTIONS**
FOR AMERICA | **JOURNALISM**
 NETWORK

Planning the Denver Migrahack

Migrahack: a hackathon specifically focused on immigration



In **Fall 2019** DU will host its first Migrahack.

This April join the departments of Media, Film & Journalism Studies, Computer Science, Emerging Digital Practices, Sociology, and Anthropology as we start the process and learn more about bringing together data scientists, community members, and those working in the humanities and social sciences on issues related to immigration.

Featuring Special Guest Dr. Celeste Gonzalez de Bustamante, University of Arizona
organizer of the Arizona Migrahack



M3: Machine learning, migration, mountains journalism unconference



OpenNews

Monday, May 6, 2019
9:30 a.m. to 6 p.m.
University of Denver

Register: bit.ly/CMP-M3



NewsMatch

Quality journalism matters.

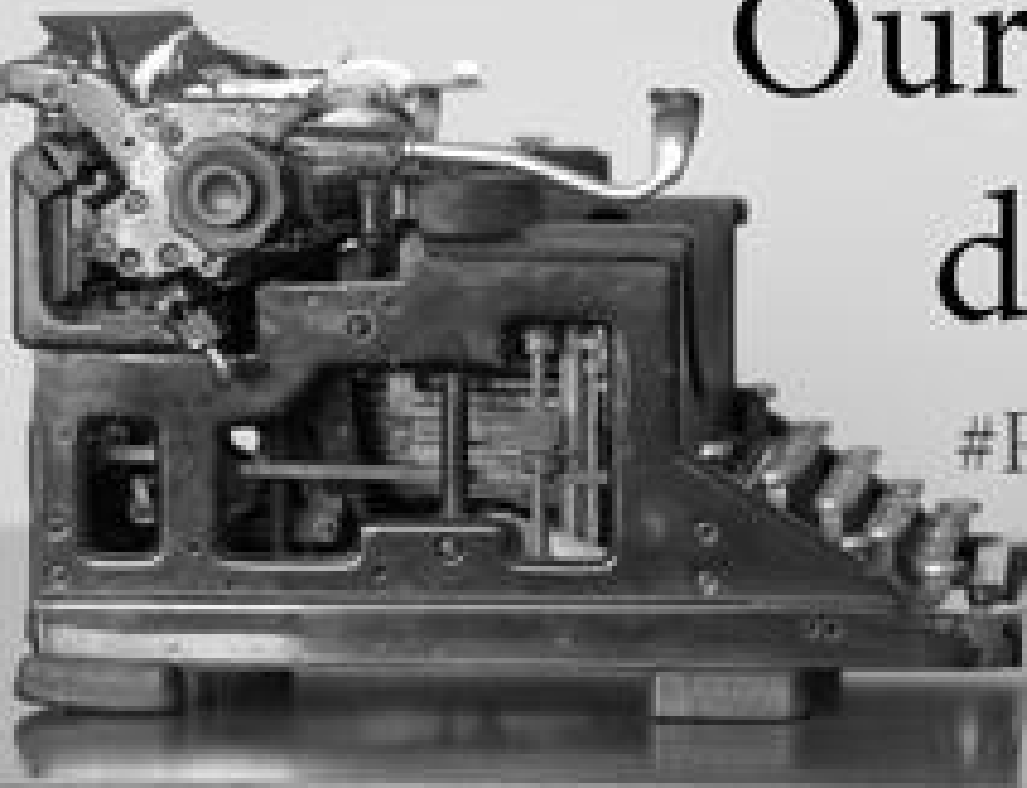




Times change

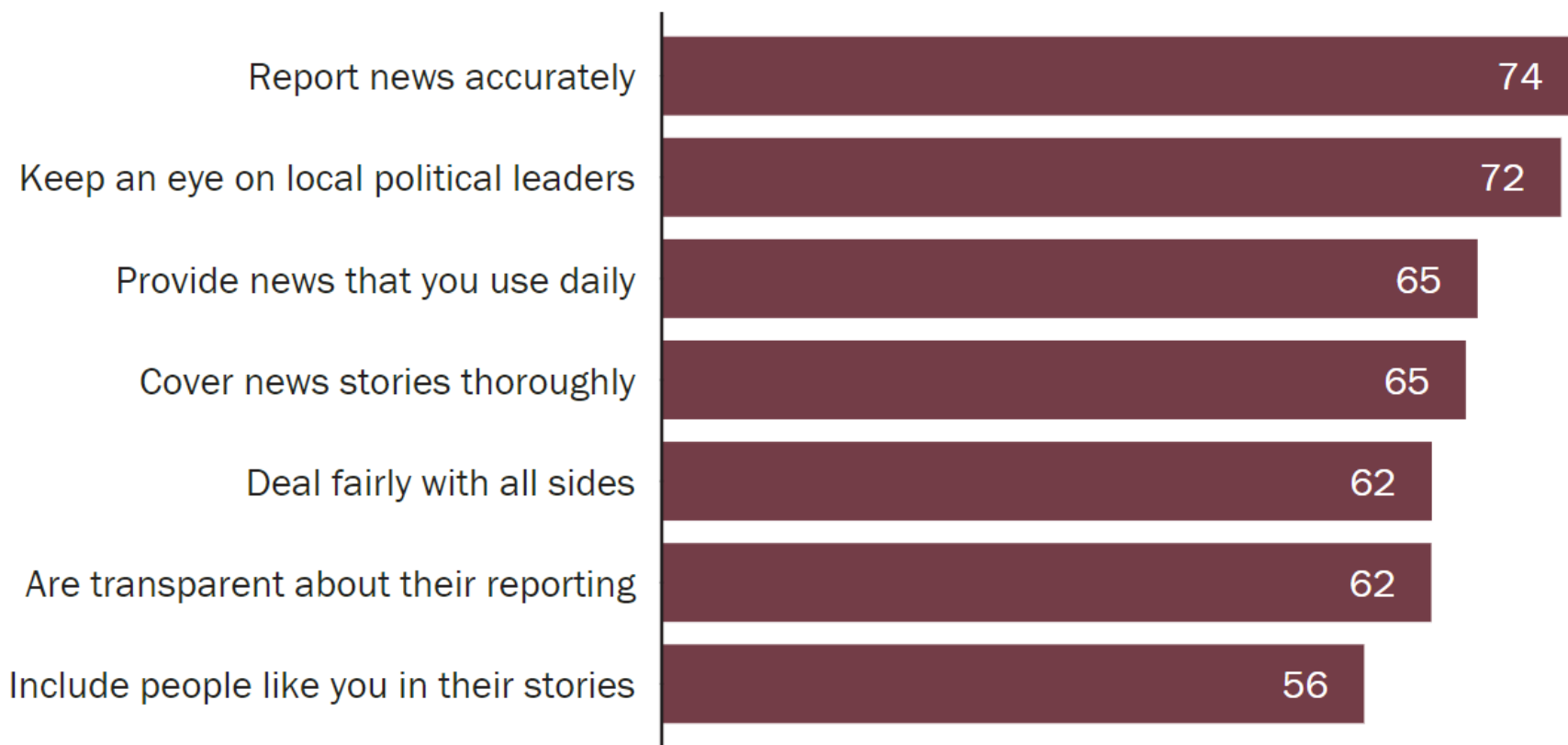
Our mission
doesn't

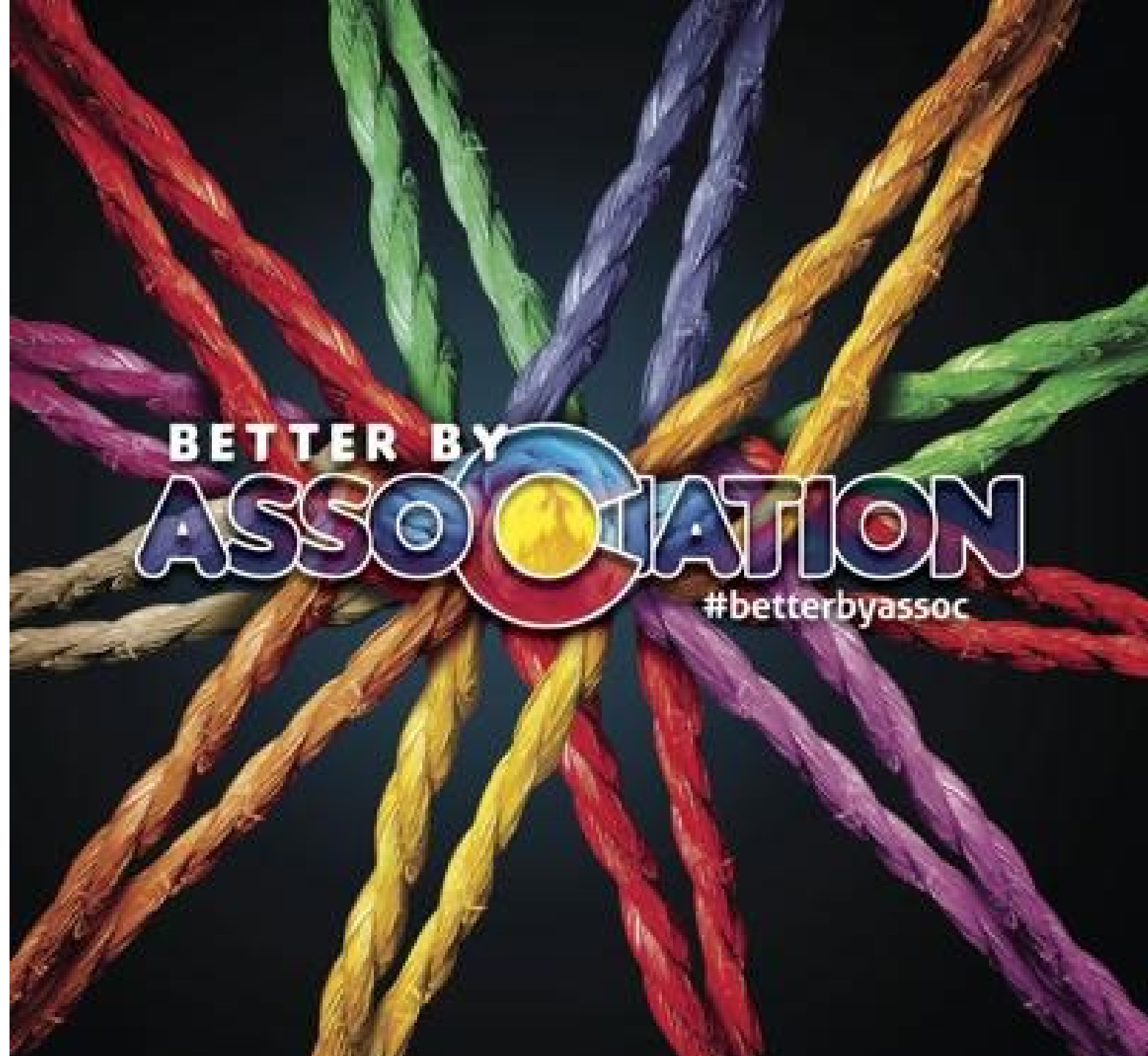
#RealNewsCO





% of Denver adults who say their local news media do each of the following WELL:





BETTER BY
ASSOCIATION

#betterbyassoc



Local News' Fight for Survival

More experimentation is desperately needed to ensure that the American public reaps the benefits of local journalism. Past Pulitzer Board Chair Gregory Moore weighs in on what that might look like.

by Gregory Moore

The survival of local journalism is finally getting the public attention it deserves. But the question now is: Will it make a difference?

I certainly hope so. Despite ominous signs with downsizing continuing at local newspapers and now even at some of the digital upstarts that were supposed to harken a new future for the craft, there are sprouts of optimism. [City Bureau](#), [Resolve Philadelphia](#) and [Outlier Media](#) have all been pegged as promising approaches for delivering local news.

When I talk about the crisis in local news, I am not talking about the major national newspapers, such as The Washington Post and The New York Times, or even networks like ABC, CNN or Fox. They have done quite well in rough and tumble Trump world. Is that

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This is a important moment for Colorado.

What will our local news ecosystem - and our democracy - look like in three years?





“Journalism steers the middle
toward informed decisions.”

Elizabeth Green
Co-Founder, Chalkbeat



coloradomediaproject.com

Learn more - and join us!

