



COLORADO MEDIA PROJECT

Local news is a public good.

2020 #newsCOneds
Awareness Campaign +
Matching Challenge
Information Meeting

September 22, 2020



Hello!

Philip
Clapham

CMP Project Manager

Agenda

Welcome and Introductions	Philip Clapham, Colorado Media Project	5 minutes
What's New? 2020 Program Overview <ul style="list-style-type: none">• Partnerships• Awareness Campaign• Matching Grant Opportunity	Melissa Milios Davis, Colorado Media Project	15 minutes
How to Apply and Participate <ul style="list-style-type: none">• Application Process• Campaign collateral and technical support	Melissa Milios Davis, Colorado Media Project Kelly Costello, Rose Community Foundation	15 minutes
Questions and Wrap up	Philip, Melissa, and Kelly	25 minutes



Melissa Milios Davis

CMP Acting Director

Vice President for Informed
Communities, Gates Family
Foundation

#newsCOnneeds Campaign: Goals

- To help Colorado newsrooms build trust and transparency, by spotlighting the vital public service they provide to our communities
- To help Colorado newsrooms increase financial support from individuals, through new donations, memberships, and subscriptions
- To build a “membership mindset”, fundraising capacity, and knowledge-sharing across the local media ecosystem

#newsCOnneeds Campaign: Past Successes

- **2018:** Seven Colorado newsrooms participated in a first-ever joint appeal to readers – which raised nearly \$50,000 for local news from about 300 people in a single day.
- **2019:** CMP offered \$5,000 matching grants to 18 newsrooms, which collectively raised \$177,842 from 1,145 individual donors.
- **Case Studies:** <https://bit.ly/newsconeeds-case-studies>

#newsCOnneeds Campaign: 2019 Participants



#newsCOnneeds: 2019 Campaign Collateral

Freedom of the press
isn't free.
This is #newsCOnneeds

COLORADO
MEDIA
PROJECT | You support local news.
We'll match it.

Informed citizens make better decisions.
This is #newsCOnneeds

COLORADO
MEDIA
PROJECT | You support local news.
We'll match it.

Invest in your
community.
This is #newsCOnneeds

COLORADO
MEDIA
PROJECT | You support local news.
We'll match it.

COLORADO
MEDIA
PROJECT | Support homegrown, Colorado news.
This is #newsCOnneeds

[Give Today»](#)

2020 #newsCOnneeds Campaign Overview

What's New?

Local journalism helped communities meet unprecedented challenges this year:

- COVID-19 public health and economic crises
- National reckoning for racial justice
- Countering misinformation/disinformation
- Addressing issues of trust and transparency

The 2020 #newsCOnneeds campaign will tell an ecosystem-wide story of local journalism being an essential public service to all Coloradans.

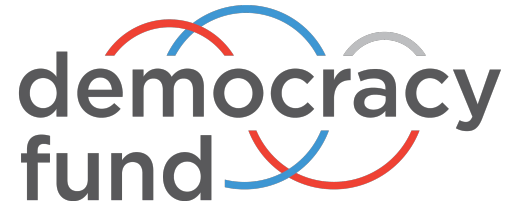
2020 #newsCOneds Campaign Overview

What's New?

Two ways to participate:

1. **ALL NEWSROOMS** can participate in the awareness campaign.
 - Campaign collateral and templates through COLab
 - Use your own “call to action” (subscribe, listen, watch, engage, etc.)
2. **NONPROFIT** and **COLORADO-OWNED** newsrooms are eligible for a \$5,000 CMP matching grant.
 - News Revenue Hub: Fundraising campaign planning and cohort support
 - COLab and CMP: Individualized campaign review and coaching

#newsCOneds: 2020 Funding Partners



#newsCOnneeds: 2020 Program Partners

**COLORADO
MEDIA
PROJECT**

COLAB
COLORADO NEWS
COLLABORATIVE

NEWS
REVENUE **hub**

**News
Match**
Quality journalism matters.

ROSE COMMUNITY
FOUNDATION

COLORADO
MEDIA
PROJECT



Christina Shih
VP of Business
Development



Mary Walter-Brown
CEO & Founder



Tristan Loper
COO & Co-Founder



Anne Marie Grisanti
Business Dev Coordinator



Rebecca Quarls
Sr. Director of Membership

2020 #newsCOneds Campaign

Why News Revenue Hub?

- Experience:
 - Doing the heavy lifting by helping partners implement mission-driven fundraising models
 - Partnering with national NewsMatch campaign
 - Developing cutting-edge collateral that's customizable; scaling up technical support for the entire ecosystem

#newsCOneds Campaign: Benefits

- **All selected newsrooms** will receive campaign collateral, message templates, and planning timelines that can be used to support subscription drives, membership drives, or philanthropic giving programs.
- **Grantees** will participate in four 1.5 cohort meetings (via Zoom) and receive individualized coaching support from News Revenue Hub and COLab:
 - A campaign strategy and planning meeting in early October
 - A campaign execution workshop session in early November
 - A mid-campaign check-in December
 - A group debrief in January

#newsCOneds Campaign: Eligibility

- All Colorado newsrooms that are **regularly publishing** high-quality, fact-based, public service journalism can apply to participate
- Newsrooms must apply **high journalistic standards** for accuracy and fairness, including openly correcting errors and prominently labeling opinion, commentary, and sponsored content. Newsrooms must maintain editorial independence, and avoid conflicts of interest that could compromise the integrity of the work.
- Publications with points of view *may* be accepted on a case-by-case basis. Those publications must be producing original reporting that **does not misrepresent facts or selectively publish stories** in an attempt to advance a policy or cause.

2020 Matching Grant: Eligibility

- Regularly publishing high-quality, fact-based, public service journalism for a primarily Colorado audience
 - Nonprofit newsrooms
 - OR Colorado-owned and operated

2020 Matching Grant: Selection Priorities

- Will a \$5,000 matching grant be significant in helping the applicant meet year-end revenue goals?
- Does the applicant have interest in learning new fundraising skills with peers, through cohort participation?
- Does the applicant have interest in sharing fundraising expertise with peers, through cohort participation?

2020 Matching Grant: Fine Print

- Match period: Dec. 1 and thru Dec. 31.
- CMP will match all contributions from individuals of \$1,000 or less during the match period.
- Individual may not receive any additional benefit, just news.
- For-profit newsrooms must clearly state intended use for contributions is public-service journalism, and that contributions are not tax deductible.

2020 Application Process

- **Colorado newsrooms eligible for a matching grant** should apply via the grants portal at Rose Community Foundation, CMP's fiscal sponsor:
<https://www.grantinterface.com/Process/Apply?urlkey=rcfdenver>
- **Colorado newsrooms that do not qualify for a grant**, but wish to participate in the awareness campaign should apply here: <https://bit.ly/2020newsconeeds-application>
- Both applications include a short round of questions about current audience, revenue, and staffing levels, to gain a baseline among participants and track program impact year-over-year.
- **The deadline to apply via both applications is 5 p.m. MT on Monday, September 28.**

2020 #newsCOnneeds Campaign: **Summary**

Details and eligibility: <https://coloradomediaproject.com/newsconeeds>

- #newsCOnneeds awareness campaign: Google form on CMP website
- #newsCOnneeds cohort + matching grant: Rose Community Foundation web portal
- Deadline to apply (for BOTH) is **5 p.m. MT on Monday, Sept. 28**

Notification:

- Matching grant recipients and Awareness Campaign cohorts notified by **October 5**

Requirements: Four COLab cohort meetings w/News Revenue Hub will be held via Zoom:

- Group brainstorming/planning meeting (October 13)
- Campaign preparation session (November 17)
- Mid-campaign check-in (December 15)
- Group debrief meeting (January 11)

Grantee reports due **January 22, 2021**

Matching funds distributed in **February 2021**

#newsCOneds Awareness Campaign

Additional resources as you complete your application:

- **CMP website**
 - 2020 #newsCOned FAQ and Project Timeline
 - 2019 #newsCOneds cohort case study
 - Eligibility requirements and links to both applications
- **CMP and Rose Community Foundation staff**
 - Answer additional questions about the matching grant application, including eligibility requirements (CMP) and technical assistance with the grant application portal (Rose)

Questions?

For #newsCOnneeds grant inquiries or general campaign info,
contact Philip Clapham at pclapham@coloradomediaproject.com

For technical assistance in completing your grant application via the Rose
Community Foundation portal, contact Kelly Costello at kcostello@rcfdenver.org

Thank you.