



# COLORADO MEDIA PROJECT

Local news is a public good.

# Colorado Media Project

## NORTH STAR

### MISSION

We support people, projects, and organizations working to build a healthier and more equitable local news and information ecosystem for all Coloradans.

### VISION

We envision a future where all Coloradans have access to high-quality local news and information that they trust and use to learn about important issues facing their families, local communities, and the state; to engage with their neighbors and community; and to participate in democracy.

### VALUE PROPOSITION

CMP brings together multiple funders – local and national foundations, public funders and impact investors – to learn from media and democracy innovators across Colorado and the U.S., to strategize together via a peer-funder network, and to leverage resources via pooled funds and co-funding to address big issues that extend beyond any single newsroom, organization, topic, sector or community.

# Colorado Media Project

## THREE-YEAR PRIORITIES

### TRUSTED LOCAL NEWS

All Coloradans have reliable access to high-quality, fact-based, nonpartisan local news and information on a range of important issues, providing communities and families with critical information they want, trust, and need to engage in local communities, civic life, and democracy.

### EQUITY AND INCLUSION

Colorado's communities of color, linguistically diverse communities, rural communities, and other historically marginalized communities have strong and inclusive representation within Colorado's local news leadership, ownership, and coverage.

### SUSTAINABILITY AND RESILIENCY

Independent, nonpartisan sources of local news and information have strong support from local individuals, businesses, philanthropy, and public sources – and mission-aligned ecosystem-level partners support capacity-building and efficiency in community journalism, civic information, and public engagement in democracy.

# Colorado Media Project

## OUTCOMES (1-3 YEARS)

### STRONGER NEWSROOMS

- More newsrooms implement practices that **strengthen DEI practices** in newsroom culture, staffing, and reporting
- Newsrooms collaborate, innovate, and grow in ways that lead to a more **efficient and resilient ecosystem** and **sustainable business models**
- Newsrooms prioritize coverage of **important local issues** that lead to **public accountability, civic participation, and community-informed solutions**

### MORE ENGAGED COMMUNITIES

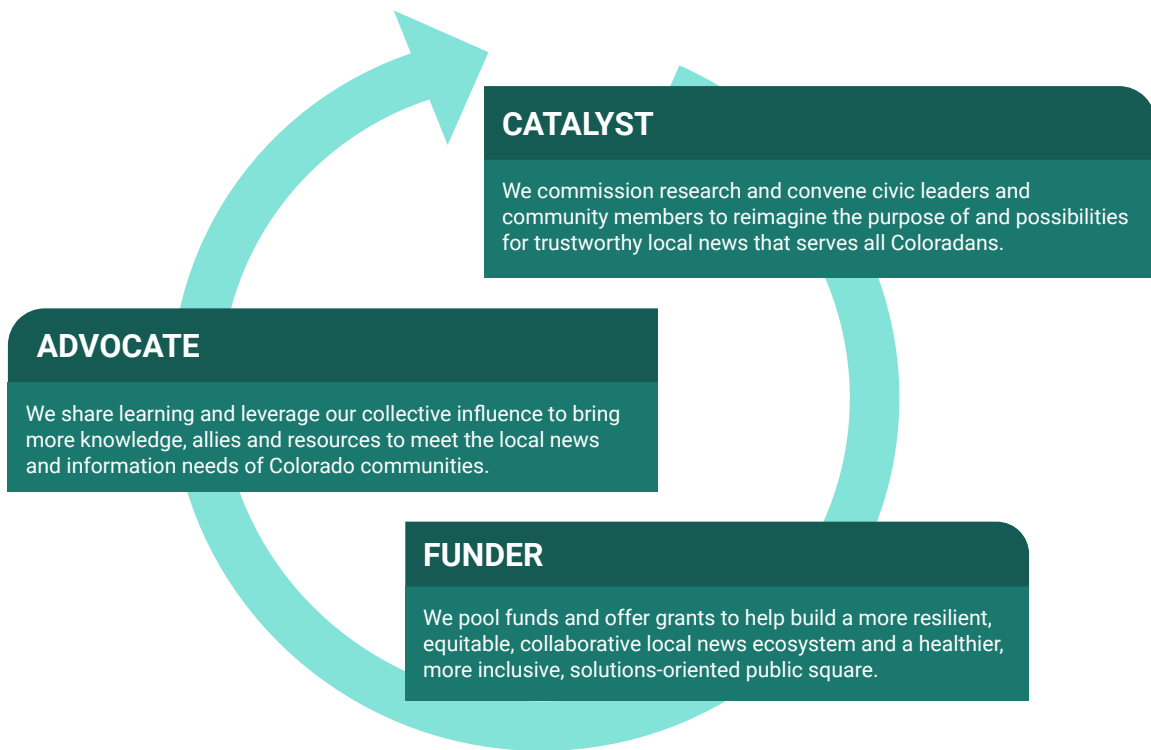
- Newsrooms develop or strengthen **trusting and equitable** relationships with the communities they serve
- Community members - particularly those historically under- or misrepresented - have **more influence** in setting the news agenda, shaping narratives, and informing efforts to transform local news

### MORE ROBUST SUPPORT FOR LOCAL NEWS

- **Philanthropists** gain deeper **understanding** of and **investment** in a more resilient, diverse, and responsive local news ecosystem
- **Civic leaders** adopt **policies** that support local news businesses
- **Civic newsrooms** build **capacity to raise philanthropic support** from local foundations, businesses, and individuals

# Colorado Media Project

## WHO and WHAT



# Colorado Media Project

## FUNDING PARTNERS

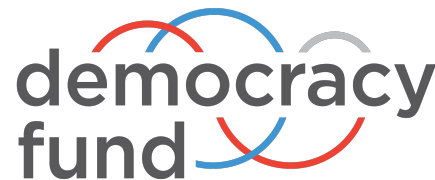
As of Dec. 31, 2022, CMP  
raised a total of **\$3,857,000**  
pledged for use in 2022-2025  
– with 99% coming from six  
foundations.



The Colorado  
Health Foundation™



THE  
COLORADO  
TRUST



# Colorado Media Project

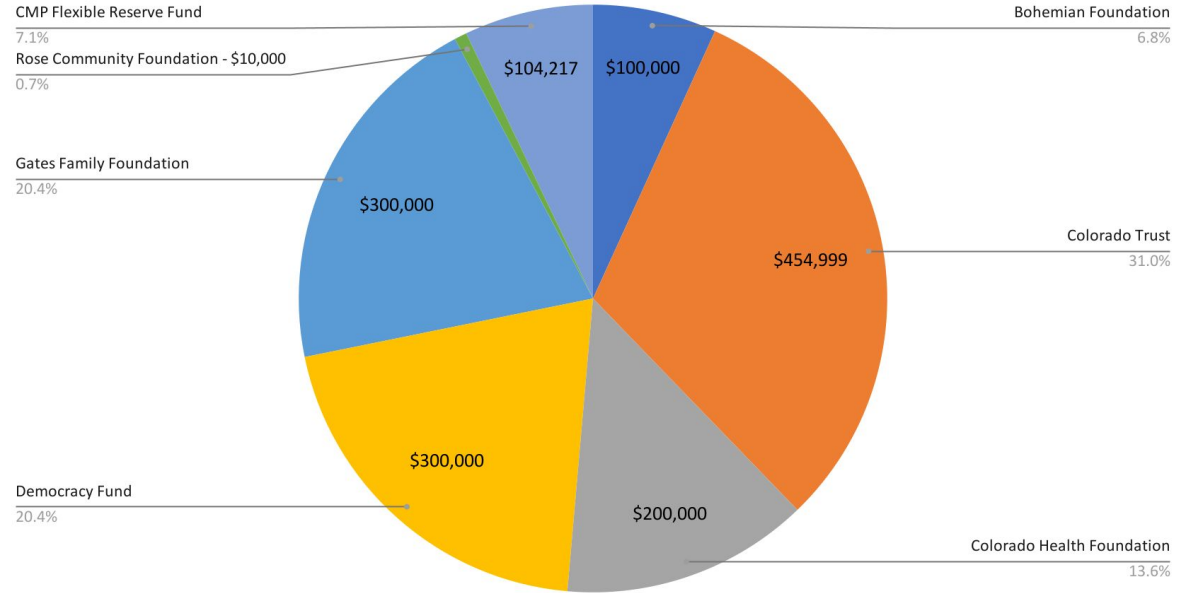
## 2022 Funding Sources

CMP Executive Committee members approved a 2022 budget allocating up to \$1,469,216 to grantmaking and operations.

Based on ecosystem opportunities, we spent \$1,020,600 in 2022.

- 76 percent or \$772,317 was direct grantmaking to 62 grantees
- 24 percent or \$248,283 was operating expenses

Both are detailed in the next slides.



Funding Sources for CMP's 2022  
Budget Allocation



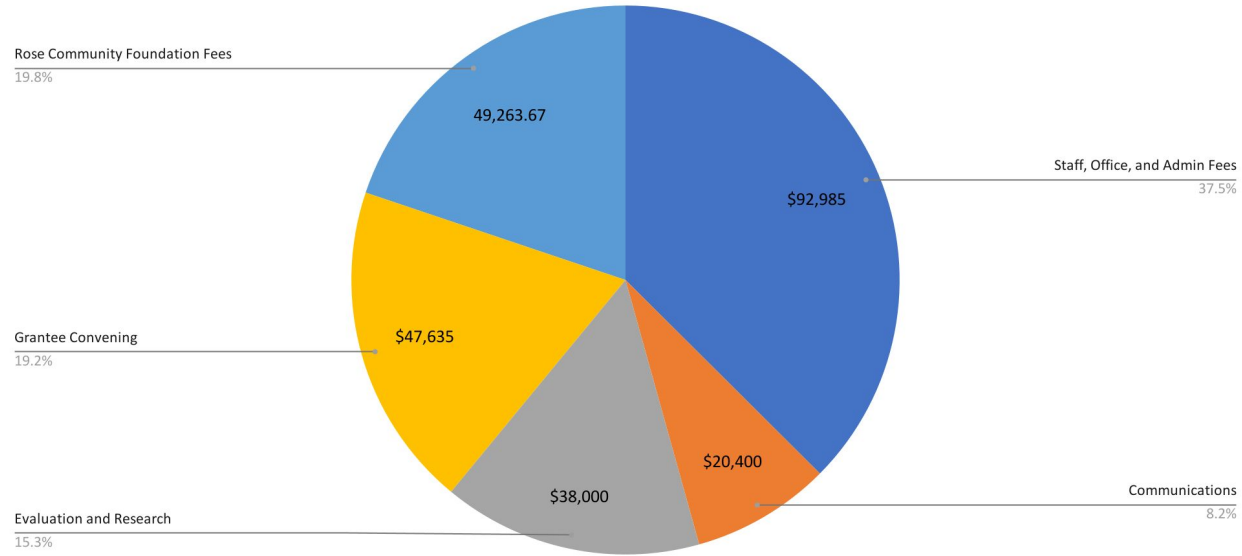
# Colorado Media Project

## 2022 Operations

CMP spent a total of **\$248,283** on operations in 2022, which included:

- Production of the Advancing Equity in Local News convening
- Commissioning a statewide audience survey with Corona Insights
- Sponsorship of Corey Hutchins' weekly newsletter and 64-county mapping project

Gates and Rose provided staff support in-kind; a full-time Learning and Grants Manager started work in April.



Total 2022 Operations &  
Contracted Initiatives:  
**\$248,283**



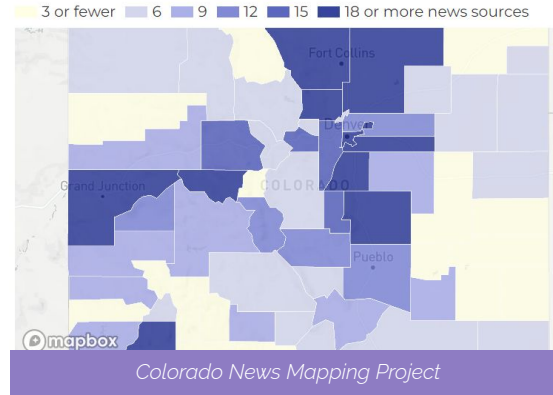
# Colorado Media Project

## 2022 Operations

CMP spent a total of **\$248,283** on operations in 2022, which included:

- Production of the Advancing Equity in Local News convening
- Commissioning a statewide audience survey with Corona Insights
- Sponsorship of Corey Hutchins' weekly newsletter and 64-county mapping project

Gates and Rose provided staff support in-kind; a full-time Learning and Grants Manager started work in April.

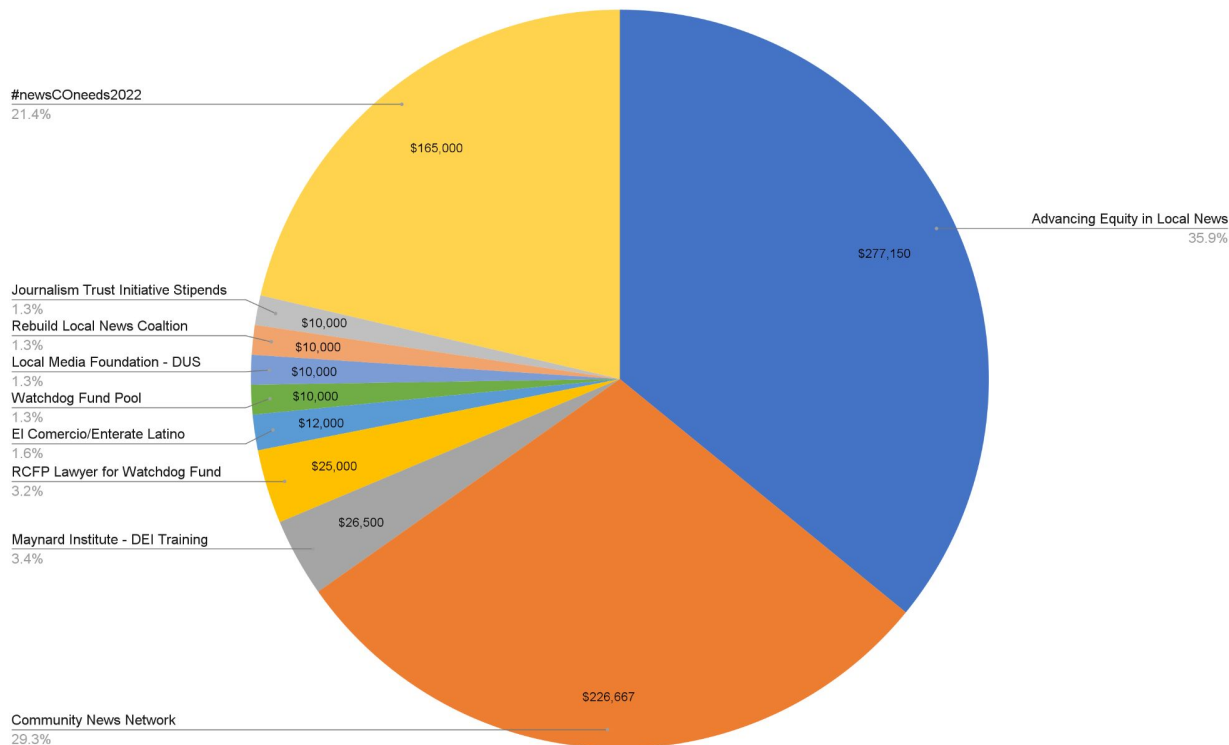


Inside the News in Colorado

# Colorado Media Project

## 2022 Grantmaking

CMP provided a total of  
**\$772,317** in direct  
grants to 62  
newsrooms and  
projects in 2022.



Total 2022 Grantmaking:  
**\$772,317**

# Colorado Media Project

## 2022 Grantmaking

CMP provided a total of  
**\$772,317** in direct  
grants to 62  
newsrooms and  
projects in 2022.

### Open Call Grant Opportunities: Advancing Equity in Local News *and* #newsCOnneeds



# Colorado Media Project

## 2022 Grantmaking

CMP provided a total of  
**\$772,317** in direct  
grants to 62  
newsrooms and  
projects in 2022.

Ecosystem  
Builders



— National Trust for —  
**LOCAL NEWS**



Community  
News Network  
(2021-2024)



**EL COMERCIO**  
*De Colorado*



**Enterate Latino** .org  
El Periódico Regional del Oeste de Colorado

National  
Partners



**#JournalismTrustInitiative**

**REPORTERS  
COMMITTEE**  
FOR FREEDOM OF THE PRESS

**REBUILD  
LOCAL  
NEWS**

# Colorado Media Project

## Ecosystem Builders

Several actors are making a coordinated effort to support Colorado's community newsrooms in becoming more sustainable, collaborative, inclusive and responsive to the communities they serve.

### COLORADO MEDIA PROJECT

- Commissions Research and Shares Learning
- Convenes Stakeholders for Ideation
- Educates Funders and Policymakers
- Pools Funds and Issues Grants

### COLORADO NEWS COLLABORATIVE

- Leads Collaborative Journalism and Projects
- Supports Journalist Training and Coaching
- Strengthens Community-Newsroom Connections
- Develops New Models for Collaboration and Efficiency



### COLORADO NEWS CONSERVANCY

- Evaluates and Acquires Publications
- Drives Sustainable Portfolio Growth
- Provides Shared Services for Owned Properties
- Shares Business Model Best Practices

### COLORADO PRESS ASSOCIATION

- Leads Advocacy for Industry and Free Press
- Convenes Cross-Sector Working Groups
- Provides Business Analysis and Newsroom Support
- Offers Ad Sales and Shared Services for Members