

Press Forward Colorado

INFORMATION SESSION

Friday, March 1, 2024

9 to 10 a.m. MT

AGENDA

- 9 a.m. Welcome and Introductions**
- 9:05 a.m. Press Forward Colorado: Why, Who, What?**
 - Taryn Fort, Colorado Health Foundation
 - Johanna Ulloa, The Colorado Trust
- 9:15 a.m. CMP 2023 Report & 2024 Priorities**
 - Sam Moody, Colorado Media Project
 - Melissa Milios Davis, Gates Family Foundation/CMP
- 9:30 a.m. Voices From the Field: Priorities**
- 9:45 a.m. Questions from Attendees**
- 10 a.m. Adjourn**

Press Forward is a national movement to strengthen our democracy by revitalizing local news and information.

[Learn more.](#)

The New York Times

Philanthropies Pledge \$500 Million to Address Crisis in Local News

The effort, spearheaded by the MacArthur Foundation, will give grants to support newsrooms and start-ups as concern grows over the rapid disappearance of local news outlets.

Share full article



Press Forward >> *Vision + Values*

VISION: To catalyze a local news renaissance that will reshape the local news landscape and re-center local journalism as a force for **community cohesion**, **civic participation**, and **government accountability**.

VALUES

- Prioritize transformation (in newsrooms, funding, public policies)
- Center community needs: truth, accuracy, responsiveness
- Close gaps and inequities; increase diversity of thought
- Ensure wide accessibility to local journalism as a public good
- Protect independence, while acknowledging interdependence

Press Forward >> *Funding Priorities*

- 1. Strengthen local newsrooms that have the support of local communities**
- 2. Close long standing inequalities in journalism coverage and practice**
- 3. Accelerate the enabling environment for news production and dissemination**
- 4. Advance public policies that expand access to local news and civic information**

Press Forward

NATIONAL FUNDERS

\$500 million committed:

1. Direct Grantmaking
2. Pooled Fund
3. Local Catalyst Funds

ARCHEWELL
FOUNDATION



COMMUNITY
FOUNDATION
for the Land of Lincoln



Ford
Foundation



KFF



MacArthur
Foundation

Mary W. Graham



'OUTRIDER

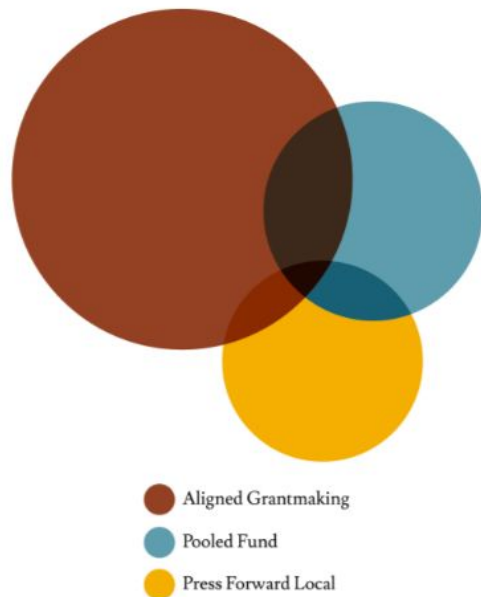


SCRIPPS HOWARD
FUND



How Press Forward operates

Coalition funding will be distributed in three ways:



Aligned Grantmaking

The bulk of funding committed to Press Forward so far is being invested through Aligned Grantmaking, where individual funders give directly to local news initiatives. Press Forward will provide a platform to enable funders to coordinate Aligned Grantmaking to local news organizations or issues areas (local climate reporting, local health reporting, etc.).

Funders have begun to announce their investments.

Pooled Fund

A number of Press Forward coalition partners have come together to contribute to a national pooled fund for local news, housed at The Miami Foundation. For national funders without dedicated journalism program officers, the pooled fund model provides a seamless giving channel and a way for donors of all sizes and types to partner in a shared effort.

The Pooled Fund will open for applications in April 2024 in one or more of our funding priority areas.

Sign Up for Updates: <https://www.pressforward.news>

Press Forward

COLORADO LEADERSHIP

1. CMP Pooled Funds
2. Direct Grants & Sponsorships
3. New Funder Engagement
4. Link to National Campaign

*Foundation
Co-Chairs:*



The Colorado
Health Foundation™



THE
COLORADO
TRUST

ROSE
COMMUNITY
FOUNDATION

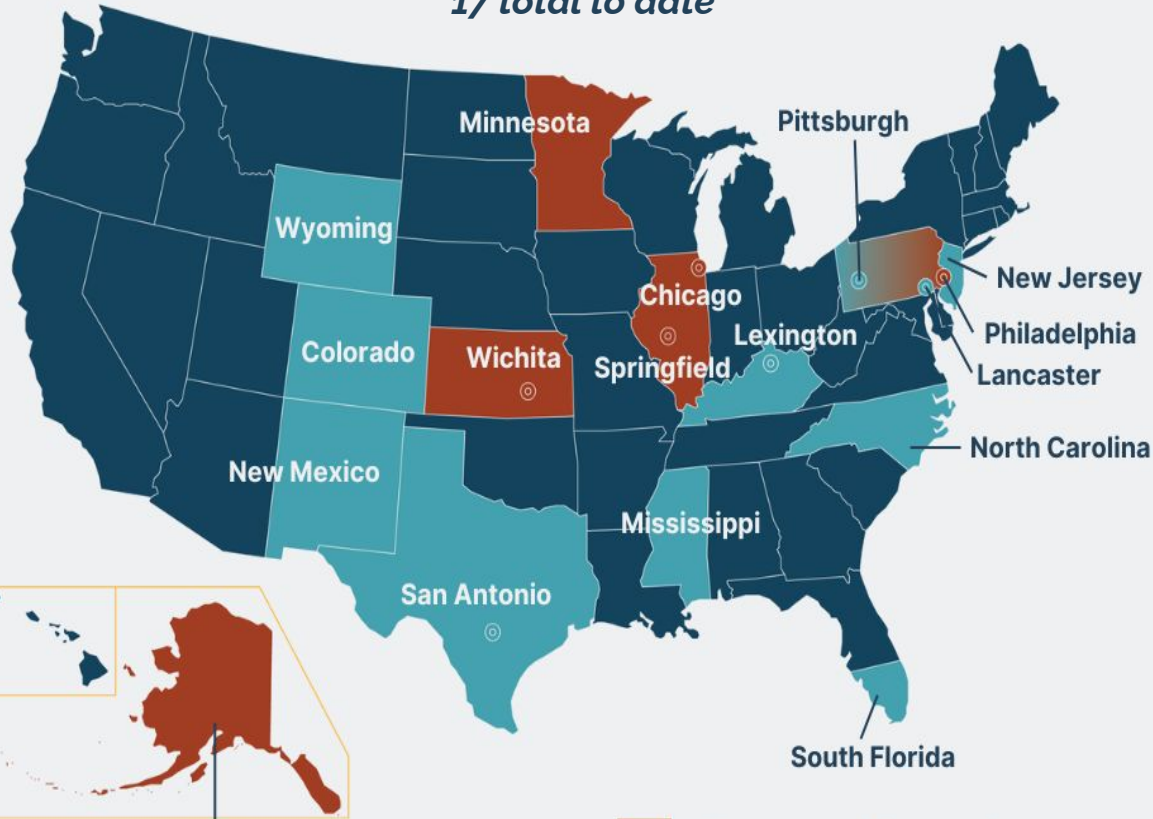




**COLORADO
MEDIA
PROJECT**

*is the
home of*

Press Forward 
Colorado

**11 New Press Forward Locals Announced in Miami Last Week;
17 total to date**



 Current Locals
 New Locals

**Four of the new Press Forward
Locals are Established and Active
Multi-Funder Initiatives**

**COLORADO
MEDIA
PROJECT**



**NEW JERSEY
CIVIC INFORMATION
CONSORTIUM**



**New Mexico
Local News
Fund**

North Carolina
Local News Lab
Fund

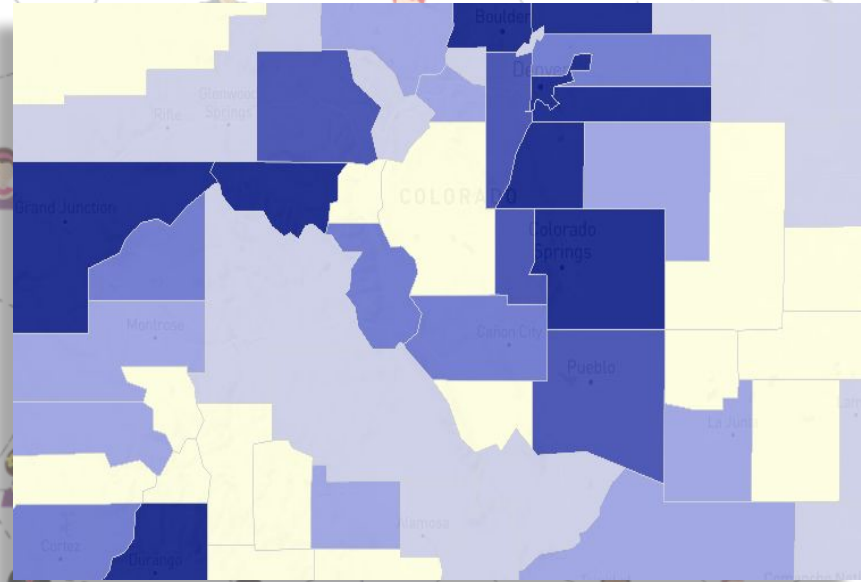
<https://democracyfund.org/idea/accelerating-local-news-ecosystems-through-press-forward>

A News and Information
Ecosystem
is Made Up of
Much More Than
Just News
Outlets.



Colorado News Mapping Project

*Who do you turn to for
local news and information?*



Colorado Media Project

THREE-YEAR FUNDING PARTNERS

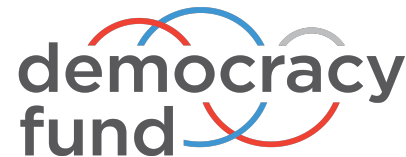
2022-2024

CMP direct investment in
Colorado's local news
ecosystem for CMP Phase II:

\$4,195,708



The Colorado
Health Foundation™

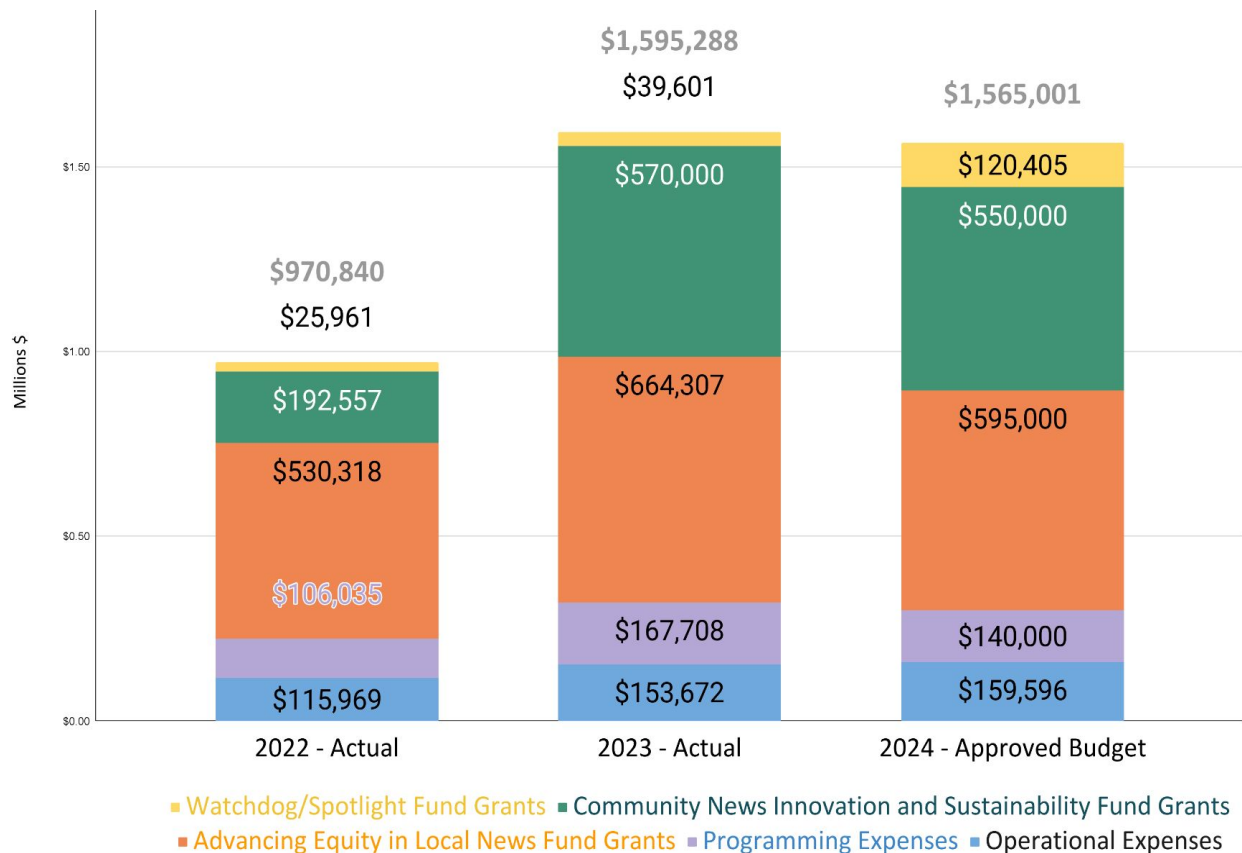


Colorado Media Project

THREE-YEAR INVESTMENT

Projected CMP direct
investment in Colorado's
local news ecosystem,
2022-2024:

\$4,195,708



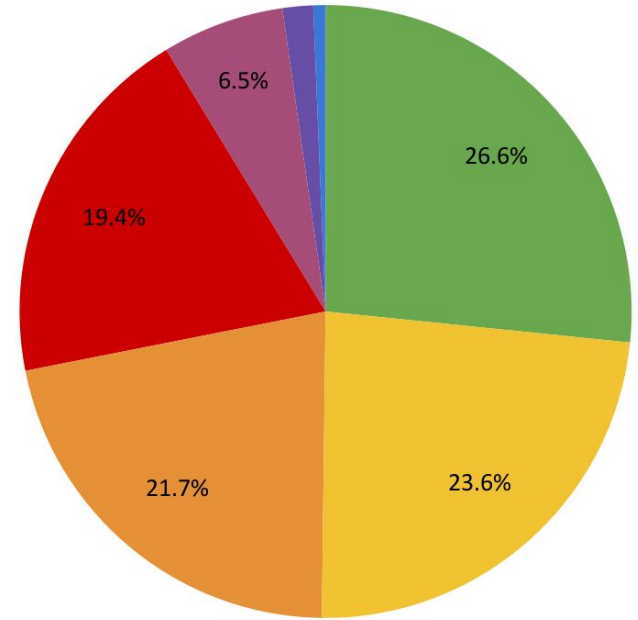
Colorado Media Project

2023 Revenue

In 2023, seven foundations contributed to Colorado Media Project's pooled funds.

- **\$590,334** was restricted to specific uses or grantees
- **\$1,004,954** was unrestricted to allow flexibility to respond to emerging opportunities

- Gates Family Foundation: \$412,000
- Colorado Health Foundation: \$365,000
- Colorado Trust: \$336,000
- Democracy Fund: \$300,000
- Bohemian Foundation: \$100,000
- Gill Foundation: \$25,000
- Rose Community Foundation: \$10,000



Funding Sources for
CMP Spending in 2023

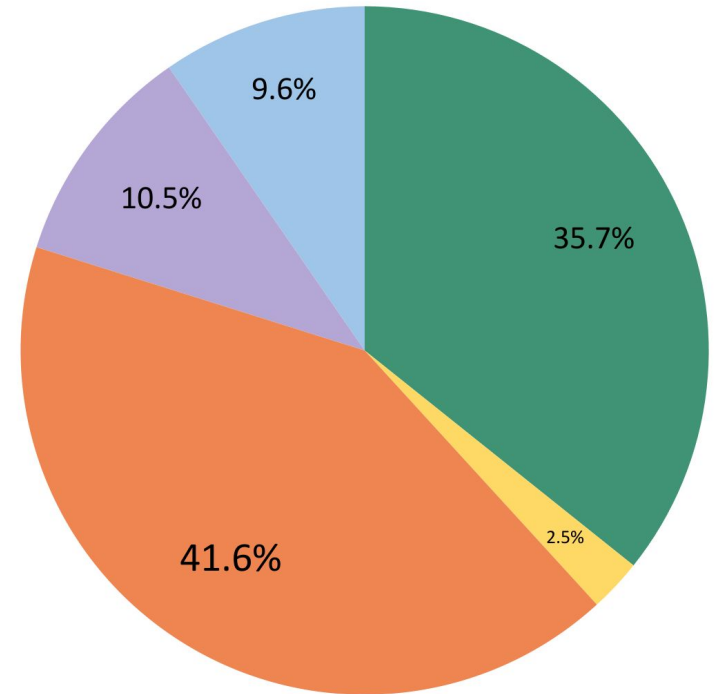
Colorado Media Project

2023 Expenditures

CMP spent **\$1,595,288** in 2023, based on ecosystem opportunities.

- **79.8% (\$1,273,908)** was direct grantmaking (66 grants to 47 grantees)
- **10.5% (\$167,708)** was programming expenses, including research, evaluations, and convening
- **9.6% (\$153,672)** was operational expenses, including staff salary, and administrative costs

- Community News Innovation and Sustainability Grants (\$570,000)
- Watchdog Fund Grants (\$39,601)
- Advancing Equity in Local News Grants (\$664,307)
- PROGRAMMING (\$167,708)
- OPERATIONAL EXPENSES (\$153,672)



CMP Spending in 2023

Colorado Media Project

2023 Grantmaking

In 2023, CMP made 66 direct grants totalling **\$1.27 million** to 47 grantees.

In 2024, we plan to make at least another **\$1.27 million** in direct grants.

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



Colorado Media Project

2023 Grantmaking

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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



HEARKEN
Your public's interest

LocalMedia
Association

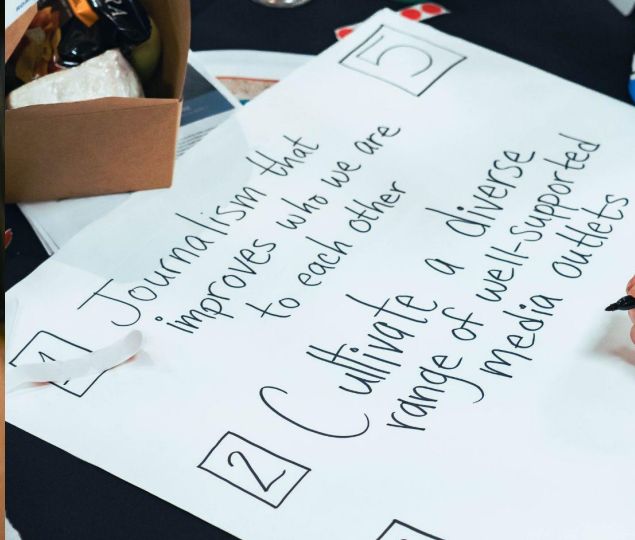
REPORTERS COMMITTEE
FOR FREEDOM OF THE PRESS

Colorado Media Project

LOOKING AHEAD



CMP THEORY OF CHANGE



2024 CMP FUNDING PRIORITIES

ADVANCING EQUITY IN LOCAL NEWS

*Support for Strong Local
Newsrooms, Projects and
Leaders Serving
Communities of Color
and Rural Areas*



2024 AELN GRANTEES



2024 CMP FUNDING PRIORITIES

NEWSROOM-LED COMMUNITY ENGAGEMENT

*Stronger Civic Fabric through
Better Civic Conversations –
Online and IRL*



CALL FOR NEWSROOM PARTNERS



CALL FOR COMMUNITY PARTNERS

2024 CMP FUNDING PRIORITIES

SPOTLIGHT: CO

Fund for Accountability Journalism

*Support for Investigative and
Deep-Dive Coverage on the
Issues Coloradans
Care About Most*



2024 CMP FUNDING PRIORITIES

#newsCOneds CAMPAIGN

Matching Individual Contributions to Support and Sustain Strong Nonprofit and Locally-Owned Public Service Newsrooms



2024 CMP STRATEGIC PRIORITIES

INCREASE AWARENESS AND RESOURCES FOR LOCAL NEWS

*Be a resource for Colorado's
community foundations, place-based
funders, impact investors, public
officials and civic leaders to learn
about and invest in local news*

2024 Press Forward Colorado: Learning Opportunities for Funders & Civic Leaders

Feb. 8: CMP Funder Table - *Reimagining the Public Square*

Feb. 20-22: Knight Media Forum (Miami)

March 5: Confluence Philanthropy - Impact Investing (Denver)

March 22: Press Forward CO Webinar - *(Don't) Stop the Presses!*

April 25: Press Forward CO Webinar - *Reaching Rural Communities*

May 21-24: Media Impact Funders Forum (New York)

June 27: Press Forward CO Webinar - *Ethnic Media Exchange*

July 24-26: Colorado Health Foundation Symposium (Keystone)

Aug. 22-24: CMP Summit/CPA Conference (Denver Metro)

Oct. 24: Press Forward CO Webinar - *Public Accountability*

Nov. 21: Press Forward CO Webinar - *After the Election*

2024 CMP STRATEGIC PRIORITIES

ATTRACT AND LEVERAGE MORE NATIONAL RESOURCES

Ensure more Colorado newsrooms benefit from unprecedented investment in capacity-building national partners



VOICES FROM THE FIELD

PRIORITIES

- Now that you've heard more about vision and funding priorities from Press Forward and the Colorado Media Project ... how do these align with your own institutional priorities?
- How do these priorities align with the needs and opportunities, gaps and assets that you see within the communities you serve?
- What do you see as the biggest opportunities for Colorado to demonstrate its leadership to national funders who are looking for unique ways to strengthen local news?

NOTE: *Please watch your air time; we would like to leave at least 10 minutes for Q&A about Press Forward Colorado after this section.*

FIVE YEARS OF COLORADO MEDIA PROJECT

What We've Learned
(Funder Edition)

- 1. Start with community (market) research.**
- 2. Adopt a shared vision and theory of change.**
- 3. Expect the unexpected. Be responsive, with due diligence.**
- 4. Prioritize mission alignment over tax status.**
- 5. Foundation grants are innovation capital, not a hail Mary or business-as-usual.**
- 6. Learn, strategize and fund together.**

NEXT STEPS

For Colorado newsrooms

- **Now:** Join the Press Forward (national) and Colorado Media Project email lists to receive updates
- **Now:** Join the RMPM/CSU/CPA/COLab engagement initiative: <http://bit.ly/2024-community-engagement-newsroom-call>
- **April:** Check out the Press Forward National Pooled Fund priorities and application
- Create a JustFund profile for your newsroom on the national Press Forward site

For Colorado funders

- **Now:** Email Melissa or Taryn to set up a 1:1 call and/or receive Press Forward Colorado Funder Table invitations
- Check out CMP's 2023 white paper for a primer on Colorado's local news ecosystem: <http://bit.ly/2023-CMP-white-paper>
- Check out the Press Forward Guide for Local Funders that offers approaches, case studies and resources: <https://www.pressforward.news/guide/>

For Colorado nonpartisan civic and community leaders

- **Now:** Join the statewide community engagement initiative: <http://bit.ly/2024-CMP-steering-committee-call>
- Check out CMP's 2023 white paper for a primer on Colorado's local news ecosystem: <http://bit.ly/2023-CMP-white-paper>

Press Forward *Shared Values*

Prioritize Transformation

We will invest in ideas that will have profound and lasting change in the American media landscape, and its role in our society. We believe the sustainability of local news will depend on shifting newsrooms practice, community support, philanthropic priorities, and policy frameworks to ensure all communities have access to trusted local news and civic information.

Center Community Needs

We will support news and information that local communities need to flourish, foster belonging, and embrace a pluralistic democracy. Journalism takes many forms and plays many roles in a democracy, but central is truth, accuracy, and independence. This effort is focused on meeting community information needs, expanding community-centered reporting, and listening to individuals and organizations in the field.

Foster Equity & Diversity of Thought

We will close longstanding inequities in media ownership, philanthropy, and journalism, so the future of local news in America is more relevant & better serves all communities, especially those that have been historically marginalized in media and democracy.

Ensure Accessibility, Independence & Interdependence

We will move resources to trustworthy, independent journalism that is in service to, in demand by, and available to people across America. We see journalism as a public good, that must be accessible to the widest population regardless of economic, technological, or language barriers. We will ensure media in America can remain strong and independent in the face of threats, while cultivating a vision of local news that values collaboration, connection, and community. At its best, a free press can and will make our communities more free too.

Press Forward >> *Funding Priorities*

Strengthening local newsrooms that have the support of local communities

There is a growing movement of community-focused journalism across the nation that is shifting how the critical stories of our time are being told. We need to make bold investments in local news organizations and the networks that support and grow them.

Closing long standing inequalities in journalism coverage and practice

We must move resources to newsrooms and organizations that are improving diversity of experience and thought along with the availability of accurate and responsive news and information in underserved communities and economically challenged **news deserts**.

Accelerating the enabling environment for news production and dissemination

We need to scale the infrastructure required to support a thriving, independent local news sector, expanding shared services and tools—from legal support to membership programs.

Advancing public policies that expand access to local news and civic information

We need new frameworks and robust coalitions to advance policy ideas that expand access to news and information while strengthening the First Amendment and protecting the independence of local journalists.

Colorado Media Project

LOOKING AHEAD

CMP PRIORITIES FOR 2024

1. Support for CO **newsrooms serving communities of color and rural areas**
2. Support for **newsroom-led community engagement** that strengthens local news coverage, storytelling, products, public accountability, trust and revenue
3. Support for Colorado's **most promising nonprofit newsrooms and partners**
4. **"Resource navigation" support for grantees** (eg: support for helping them find and apply for grants, technical support, and other resources for capacity-building, business innovation, etc.)
5. Support for developing cross-sector allies and a coordinated strategy to **advance public policies and access public dollars** to support local news access, innovation and sustainability