



COLORADO MEDIA PROJECT

Local news is a public good.

Colorado Media Project

A CATALYTIC CALL TO ACTION

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



News matters

Colo. should demand the newspaper it deserves

By the Denver Post Editorial Board

At the Denver Post anniversary event last week, we were reminded of the importance of journalism in our society. It is a profession that has long been a pillar of our democracy, and it is one that we must continue to support and protect. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect.



On May 20, 2013, The Denver Post anniversary will be marked by a photograph of the community. This photo illustrates the fact that the people who have built the Denver Post are the ones who have built the community. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect.

Who will step up and save The Denver Post?

By Gregory S. Minore

Denver residents ask me how long it will take for the Denver Post to be saved. The answer is: It will take as long as it takes for the community to step up and save the Denver Post. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect.

Journalists don't protest. But this time is different.

By Gregory S. Minore

Journalists don't protest. But this time is different. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect. The Denver Post is a newspaper that has served the community for over a century, and it is one that we must continue to support and protect.



Chuck Plunkett joined The Denver Post in 2003. Denver Post file

Editorial page editor resigns

Chuck Plunkett called on owners of The Post to sell

Chuck Plunkett, the editorial page editor of The Denver Post, resigned Thursday.

John Wenzel @johnwenzel · Apr 6

The @denverpost is being murdered by its owners. It's the most heartbreaking, panic-inducing thing I've seen in 20-plus years of writing for daily newspapers. We need a new owner, or we are going to get shut down (and soon)

dpo.st/2qdgqbw @AldenExposed #AldenExposed

Colorado Media Project

WHO AND WHAT



ADVOCATE

We share learning and leverage our collective influence to bring more knowledge, allies and resources to meet the local news and information needs of Colorado communities.

CATALYST

We commission research and convene civic leaders and community members to reimagine the purpose of and possibilities for trustworthy local news that serves all Coloradans.

FUNDER

We pool funds and offer grants to help build a more resilient, equitable, collaborative local news ecosystem and a healthier, more inclusive, solutions-oriented public square.

Colorado Media Project

FUNDING PARTNERS

Since 2018, CMP has raised more than **\$6 million** to build a more responsive, resilient and inclusive local news ecosystem in Colorado, with about 95% coming from six foundations.



The Colorado
Health Foundation™



Colorado Media Project

2022 Grantmaking

CMP provided a total of
\$779,817 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

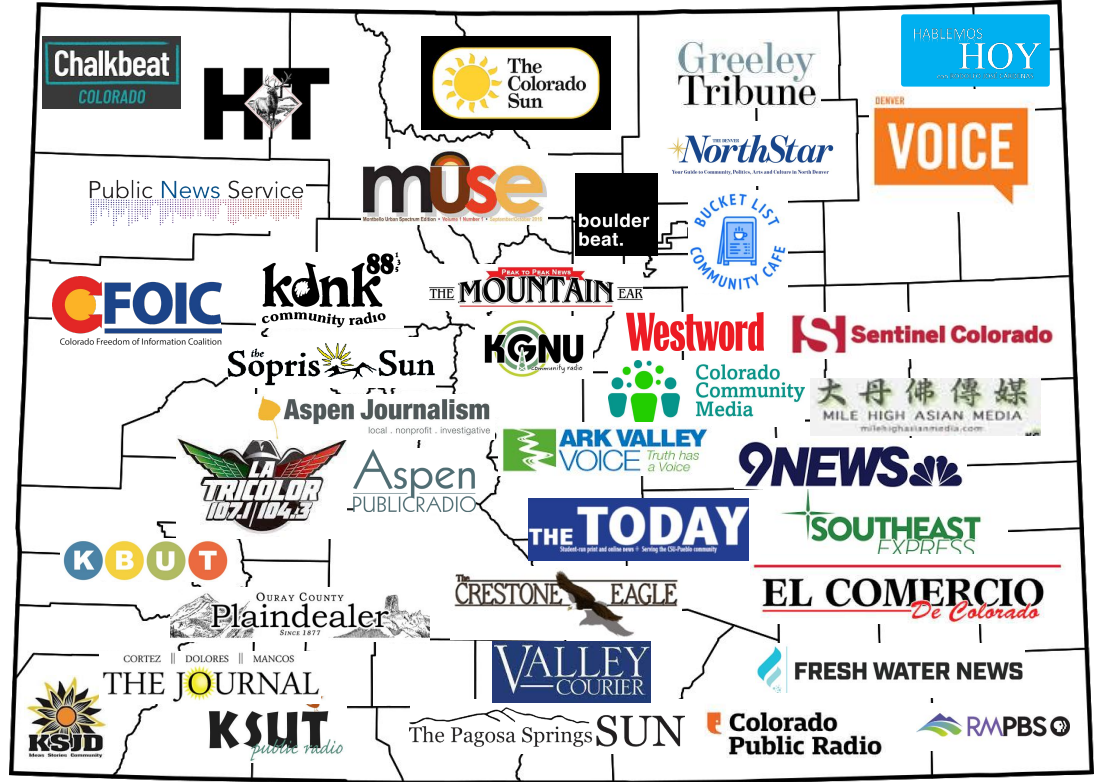
**REBUILD
LOCAL
NEWS**

Colorado Media Project

2022 Grantmaking


CMP provided a total of
\$779,817 in direct
grants to 62
newsrooms and
projects in 2022.

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



#newsCOnneeds

OBJECTIVES



Help us raise a quarter million dollars for homegrown Colorado journalism.

1. **PUBLIC TRUST.** To help Colorado newsrooms build trust and transparency, by spotlighting the vital public service they provide to our communities
2. **PUBLIC SUPPORT.** To help Colorado newsrooms increase financial support from individuals, through new donations, memberships, and subscriptions
3. **SYSTEMS CHANGE.** To build a “membership mindset”, fundraising capacity, and peer-to-peer knowledge-sharing across Colorado's media ecosystem

#newsCOneds

PROGRAM DESIGN

COLORADO
MEDIA
PROJECT

COLAB

ELIGIBILITY

- Locally owned, locally operated Colorado news organizations
- Regularly publishing nonpartisan local news about and for Coloradans
- Agnostic of business model or distribution method

FINE PRINT

- Match period: #GivingNewsDay thru midnight Dec. 31
- CMP matches all contributions from individuals of \$1,000 or less during the match period, up to \$5,000 per newsroom
- Individuals 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.

GRANTEES RECEIVE

- \$5,000 matching grant from Colorado Media Project
- Cohort-based workshops on campaign planning, messaging, individual fundraising best practices from COLab (*previously News Revenue Hub*)
- Customizable campaign collateral and messaging templates from COLab (*previously News Revenue Hub*)
- Individualized coaching and fundraising plan review from COLab and CMP

This is #newsCOneds.

Colorado Media Project

Colorado News Collaborative



Donate

#newsCOneds

Help us raise a quarter million dollars for homegrown Colorado journalism.

RESULTS

	Newsroom Grantees	Individual Contributors	Total Raised
2018	7	300	\$50,000
2019	18	1,145	\$177,842
2020	24	5,277	\$578,355
2021	26	5,371	\$707,535
2022	32	TBA	\$832,720
TOTAL			\$2,346,452

COLORADO
MEDIA
PROJECT

COLAB

#newsCOneds

LESSONS FROM COLORADO NEWSROOMS

COLORADO
MEDIA
PROJECT

COLAB

"If you're doing quality, rigorous work for the community, your readers will step up. They know newspapers have been struggling. Let them know what kind of awesome work you've done and what you want to keep doing – and let them be a part of helping you accomplish it."

Erin McIntyre, Ouray County Plaindealer

"More than the money, it was such a boost to know that so many people believe so strongly in what I'm doing. This is a hard job; running my own business on top of being a journalist. This kept me going. I would never have run a campaign myself. I didn't know how, and I hate asking for money."

Shay Castle, Boulder Beat

"The idea sharing that took place during the Zoom cohort calls was extremely helpful. Being able to hear how other news rooms encountered similar challenges and hearing their lessons-learned was great."

Jerd Smith, Fresh Water News

More Info, Tips, Takeaways and Case Studies

- bit.ly/newsconeds2020-results
- bit.ly/newsconeds-2021casestudy
- www.thisisnewsconeds.org