

Follow the Money:

New funding sources for news

Maria Archangelo, Chief Revenue Officer, Chalkbeat

Todd Franko, Director of Local Sustainability and Development, Report for America

Bruce Putterman, Publisher and CEO, Connecticut Mirror

Agenda

- Intros
- Who is getting funded for news?
- What are the options for funding?
- Some examples of funded work
- Report for America
- American Journalism Project
- Q & A

Maria Archangelo has more than 30 years of experience in for-profit news as a reporter, editor and publisher.

She moved to nonprofit news in 2016 and joined education news nonprofit Chalkbeat in 2018. There she worked with CEO Elizabeth Green on formation of the American Journalism Project and Chalkbeat's 2025 [Strategic Plan](#) to expand to 18 bureaus in 5 years.

Since its founding in 2013, Chalkbeat has become one of the largest nonprofit news orgs in the country, serving 7 communities and a national audience.



Todd Franko is a Buffalo native who has worked in journalism for 30 years in NY, Nebraska, Ohio, Illinois and Indiana.

In 2019, he was editor of The Vindicator in Youngstown, Ohio, which, in its 150th year of operation, closed down, laying off 200 workers and 40 journalists.

He started at Report for America in September and still lives still in Youngstown with his wife and 3 sons.



Bruce Putterman joined The Connecticut Mirror as Publisher and CEO in April of 2017. He is responsible for the strategic direction of the organization, revenue generation, product innovation, reader engagement, and all business operations.

Before joining CT Mirror, Bruce owned and operated a consulting practice for 16 years, providing strategic planning and marketing services to nonprofit organizations, advocacy groups, public agencies, private equity firms, and other for-profit clients.

His interest in journalism dates back to his college years when he worked in commercial radio and TV news.



Chalkbeat

Chalkbeat has taken the model that works for sports, food, and weather, and applied it to education



7
Bureaus
(and growing)

25k
Stories
exclusively
focused on
education

500k
Monthly readers

60
Employees

\$12 million
Our 2019-20
budget

By reporting on a single topic, we've tapped into local philanthropy previously unavailable to journalism

We've converted hundreds of foundations into journalism funders



TheJoyceFoundation



83%

Of our funders were first-time donors to local news

72%

Of our philanthropic gifts renewed in 2018

207 foundations

Have awarded grants to Chalkbeat

\$76,426

Is the mean annual grant amount

Money for news

Smart news organizations have been partnering with philanthropy to pay for certain kinds of coverage or resources.

The New York Times

The Philadelphia Inquirer

philly.com



**EDUCATION
LAB**

richlandsource

Richland Source

SOLUTIONS
JOURNALISM
NETWORK

TELLING THE WHOLE STORY



Rigorous reporting on effective
responses to social problems

Healing Hope series

It started with a question: Why are so many babies dying in Richland County?

Impact

Three-part series on infant mortality

Solutions! Baby boxes

Community baby shower- 500 people came and 100 baby boxes were distributed



Some tips for working with funders

- When approaching funders, inquire about their goals.
- Make the boundaries clear. Chief among those would be that funders do not have input in the stories published and aren't used as privileged sources in the reporting. When meeting with potential funders or submitting a proposal, these boundaries should be stated and agreed upon at the beginning.
- Newsrooms shouldn't be immune from the money talk.

Tips adapted from personal experience and

<https://thewholestory.solutionsjournalism.org/lessons-from-our-revenue-summit-in-mansfield-638a7c22cb84>

Myth: You have to be a nonprofit news org to get funding from philanthropy

- [Solutions Journalism Network](#)

Stories can be character-driven, but focus in-depth on a response to a problem and how the response works in meaningful detail

Focus on effectiveness, not good intentions, presenting available evidence of results

Discuss the limitations of the approach

Seek to provide insight that others can use

- Lenfest Institute for Journalism

There is power (and money) in collaboration

The
REENTRY
PROJECT

Challenges of, and solutions to, prisoner re-entry in Philadelphia. Nov. 2016 through March 2018.

Supported by SJN, Knight, Temple U

BROKE
IN PHILLY

Collaborative reporting on economic mobility

American Journalism Project

Founded in 2019 by Chalkbeat
CEO Elizabeth Green and
Texas Tribune co-founder
John Thornton.

Venture philanthropy fund to
support civic news organizations

Raised \$50 million to support
news orgs to become sustainable
by supporting the business side
and innovation.

CT Mirror and American Journalism Project

Background

- First published: January 2010
- Covering public policy, politics, and government in Connecticut.
- CT's only statewide reader opinion page.
- Nine full-time staff.
- CT's only full-time Washington-based reporter dedicated to CT.
- \$1.1 million budget.
- 12 largest daily newspapers in CT purchase CT Mirror content.
- 7 million pageviews per year.

American Journalism Project

- \$46 million for business-building capacity.
- Rigorous application process.
- 11 grantees in first cycle.
- \$8.5 million in funding; \$830K for CT Mirror.
- Why CT Mirror?

AJP Funding + CT Mirror Vision

- Investment:
 - Major gifts
 - Grants writer
 - Manager of Membership and Audience Development
 - Admin support
 - Corporate / Advertising sales consultant
- Vision – daily habit for people interested in news with impact
 - More beats, more distribution, more compelling storytelling
 - More diverse audience, more parts of the state

Report for America



Samantha Max, Report for America Corps Member in Macon, GA

REPORT FOR AMERICA

A dramatic, new approach to restoring trust in journalism – grounded in **public service**, focused on **local communities**

Goal: 1,000 reporters on the ground by 2023

Youngstown Vindicator

COMPLETE
FINAL

The People's
Paper

Saturday, August 31, 2019 LOCAL AND NATIONAL NEWS \$1.50 VISIT US ONLINE AT WWW.VINDICATOR.COM



THE END OF OUR STORY

107 VINDICATOR SQUARE GOES DARK



The 100th Vindicator staff stands for the occasion. William King is eighth from the right. Above the staff are the staff members of more than 100 employees, including editors, reporters, writers, photographers, copy editors, designers, artists and office workers; the accounts department, the outside services department and the circulation team. Below is a photo of the Vindicator building, the site of the memorial service. Photo by Jeffery M. Brown for the Vindicator.

AN UNWAVERING DEDICATION TO FAIRNESS

Mahoning Valley Congressman James A. Trafletti said he was riding high. His election victories were landslide, most over area politicians feared him, his national reputation kept growing because of the prodigious number of press releases he issued, and he had the ear of the House and the White House.

The Vindicator was reaching its 100th birthday. Then, Congressman Trafletti announced he was leaving to become the U.S. attorney general for the District of Columbia. He had been the Vindicator's general manager for 12 years. Brown signed Brown upon the death of the husband, William J. Brown. The family had been treated with the Vindicator for 120 years.

WHERE THE CHECKS AND BALANCES ON GOVERNMENT, I'M VERY CONCERNED ABOUT THE FUTURE OF THE INDUSTRY, YOU CAN'T HAVE THE CHECKS AND BALANCES ON GOVERNMENT IF YOU DON'T HAVE THE REVENUE LOSS, BUT IF THE REVENUE ISN'T THERE, IT ISN'T THERE.

—James Brown, Vindicator general manager

The congressman's office called me to make the announcement, to which I replied, "I mean he's joking." But it wasn't a joke. I chose to write a Sunday column about the appointment, and called a liaison to find out what legal obstacles I'd face. I signed, distributed and experienced. As it turned out, nothing. "Are you going to write about this?" she asked. I said I'd do it. I would have before the publisher called to say she

While *The Vindicator* name will live on, today marks the end of an era at the 150-year-old newspaper.

The *Billion Chronicle* purchased the newspaper's residential, well-dominant address and subscription list and will increase its presence in Mahoning County, adding some *Vindicator* employees.

But many of the newspaper's workers will either find jobs elsewhere, retire or search for work.

Mark Brown, whose family has owned the newspaper for 132 of its 150 years, said shutting down was the toughest decision he's ever had to make.

"It's been a nightmare for five years," Brown said. "I don't know how to tell the fourth generation owner of the newspaper."

However, attempts to sell *The Vindicator* newspaper were unsuccessful.

"I didn't think it could get worse, but here I am," Brown said.

"What does he want to do with his newspaper?"

"I really sorry we couldn't find a buyer. It's a great number of them could have kept their jobs," Brown said. "It's a great disappointment. It's been a pleasure working with everyone. I hope more of our people work well with each other."

The newspaper is general manager for the last 12 years before he doesn't like to talk about the *Vindicator's* closure.

Brown avoided discussing the

closure with one of the newspaper's reporters for several days before reluctantly agreeing to speak.

"For some, it's a good thing, about as much as I can," he said. "But the closer you get to it, you can't help but have those thoughts all the time."

He added: "The impact this has on the people who work here has been the heartbreaking part of it. I feel good when I find out people have jobs. It's a momentary sigh of relief, a heart of happiness, and it fades quickly because I know there are a whole lot of people who haven't found jobs. People are losing benefits and not getting paid as much. It's a double whammy."

It is the family's history with the newspaper — starting with the purchase of *The Vindicator* newspaper and remnants of a fine-dining restaurant, shop by William J. Mahoning, 22, 18th Street, which still has its own shop where it's through financial times, including being in trouble for the past 22 years, Brown said.

"We would have made a different decision," he said. "A normal business person would have sold it. I mean to restate myself."

The Mahoning Valley has struggled economically since the late 1970s, particularly after the collapse of the steel industry, which was the

OUR HISTORY

- Feb. 28, 1860: William King starts *Chronicle* and *Chronicle* in Youngstown, Germany. At 14, he begins a four-year journey, coming to the U.S. in 1867.
- June 25, 1869: First issue of the weekly *Mahoning Chronicle* for "young men" of Youngstown. First permanent sign above the bank of women's rights.
- April 7, 1870: Mahoning *Vindicator* covers Cleveland's election to county seat. Publisher James H. Clark publishes the paper for the *Vindicator* before he moves to the *Chronicle's* publication.
- April 14, 1876: William King buys German language *Chronicle* from Henry Galt.
- April 16, 1880: W. L. Brown sells *Vindicator* to Charles A. Van Dine and John H. Clarke. Clarke buys and John H. Clarke buys.
- April 22, 1880: *Vindicator* sells 250 copies weekly. It's part of Van Dine's plan to sell to William J. Thomas.
- Aug. 24, 1882: The *Vindicator* publishes the *Chronicle's* Thomas. Father is editor and publisher. In 1881, it takes over the *Chronicle's* Father dies in 1884.
- May 21, 1885: John H. Mahoning meets with Father to form *Chronicle* and *Vindicator*. With an editorial board, will stay a major newspaper in Youngstown.
- Sept. 28, 1886: J. A. Cahoon and Charles A. Mahoning.
- July 22, 1887: First issue of *North Pacific Great print shop*.
- June 22, 1888: First issue of *The Vindicator*. Many purchases of the *Vindicator* and other newspapers of the time. Many times the *Vindicator* is in financial trouble and had to be sold or taken over by other owners. It was sold to the *Vindicator* in 1887.
- Jan. 8, 1889: Weekly *Vindicator* and *Chronicle* are merged. *Vindicator* and *Chronicle* are merged.
- Sept. 3, 1889: *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged.
- Sept. 23, 1889: *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged.
- Jan. 2, 1890: *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged.
- Feb. 22, 1892: *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged.
- March 25, 1893: *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged. *Chronicle* and *Vindicator* are merged.
- March 7, 1896: First printing of *The Vindicator* in Youngstown. The *Vindicator* ends substance, news competition and news production.
- Sept. 18, 1896: The *Vindicator* opposes the *Chronicle* American

SEE VINDICATOR AT

March 25, 1893: The *Vindicator* for issue 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

The photograph is a photo of the newspaper's building. Photo by Jeffery M. Brown for the Vindicator.

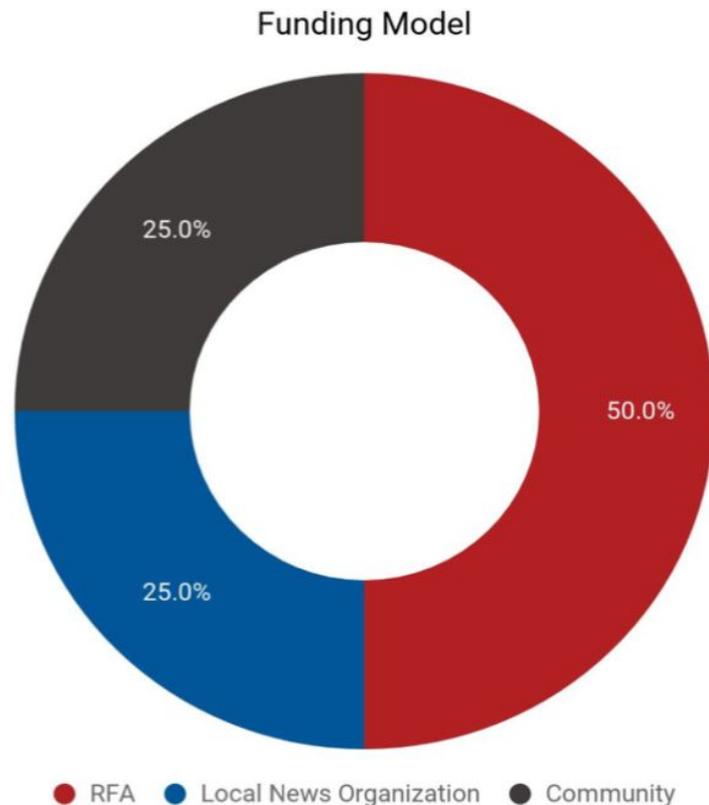
2019 Report for America Newsrooms



UNIQUE FINANCIAL MODEL

For a \$40,000 one-year position

- \$20,000 from the national RFA fund
- \$10,000 from the news organization
- \$10,000 raised locally



Resources

[Chalkbeat Strategic Plan](#)

[American Journalism Project](#)

[Report for America](#)

[Lenfest Institute for Journalism](#)

[Center for Cooperative Media, Montclair State University](#)

[Granite State News Collaborative](#)



**Journalism
Fellowship
Grant
Scholarship
Award**

**Training
Innovation
Funding
Foundation
Initiative**

Pick up this NENPA funding resource guide before you leave this session!

Thank you!

Maria Archangelo, marchangelo@chalkbeat.org

Todd Franko, tfranko@reportforamerica.org

Bruce Putterman, bputterman@ctmirror.org