

Alternative Funding for News

10 Tips and Resources
May 2022

Poynter.
LAS VEGAS
REVIEW-JOURNAL

1. Tip

Be Strategic Across Departments

Get help through one of these programs

- Table Stakes Local News Innovation Program
 - Meta Journalism Project Accelerator Program
 - GNI News Revenue Lab
 - Accelerate Local from Local Media Association
-

Table Stakes example from Las Vegas

Launched 7@7 Video Newscast

Fast-paced 7 minutes of news in the morning and afternoon

Table Stake 1 - Serving a targeted audience with targeted content

Table Stake 2 - Publish on platforms used by your target audience

Table Stake 3 - Produce and publish continuously to meet audience needs

Table Stake 5 - Diversify and grow the ways you earn revenue from the audience you build

7@7 is available on our website and app, Roku, Apple TV, YouTube (added over 5,000 channel subscribers)

Segment sponsorship opportunities vs. traditional commercials



Table Stakes example from Las Vegas



THE MOB MUSEUM

MOBBED UP
THE FIGHT FOR LAS VEGAS

LAS VEGAS
REVIEW JOURNAL

WAS LAS VEGAS BETTER IN THE MOB DAYS?

- *Mobbed Up* is an 11-part Review-Journal podcast series chronicling the mob's rise and fall in Las Vegas, produced in partnership with The Mob Museum.
- Hear actual FBI wiretaps, archival audio and interviews with ex-mobsters, law enforcement officials and politicians.
- EPISODES 1 AND 2 AVAILABLE MAY 26

Search for '*Mobbed Up*' on your favorite podcast app, or visit www.reviewjournal.com/mobbedup

Listen on  Google Podcasts

Listen on  Apple Podcasts

LISTEN ON  Spotify

Created “Mobbed Up” Podcast

Table Stake 1 - Serving a targeted audience with targeted content

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Table Stake 6 - Partner to expand your capacity and capabilities at lower and more flexible cost

Partnership with Smithsonian affiliated Mob Museum

2. Resource

Amp Up Your Philanthropy

LocalMedia
Association



**Institute for
Nonprofit News**

LMA and its Local Media Foundation offer:

- NewsFuel grants/fellowships database
- Collaborations / Circles
- Fiscal sponsorship*

For nonprofits (or to convert to nonprofit):
Institute for Nonprofit News:

- NewsMatch
- Strategic Planning, Leadership Councils
- Fiscal sponsorship*

*Poynter can do this, too

3. Resource

Find a Fundraising Community



Lenfest's News Philanthropy Network offerings:

- Sign up for newsletter
- Courses, such as:
 - Intro to Grant Writing for News Orgs
 - Intro to Prospect Research
 - Newsletters for Fundraising

4. Tip

Build a Donor Database



Get help: [News Revenue Hub](#)

You'll outgrow a spreadsheet

Append wealth data

Integrations

Our integrations allow you to create custom segments and manage your data in one central place.

stripe

mailchimp

salesforce

PayPal

eventbrite

digestbuilder

5. Resources

Get a Grant

- Funder Websites (Knight, Ford, tech platforms)
 - Foundation Directory Online
 - GuideStar
 - Chronicle of Philanthropy
 - NewsFuel (LMF)
-

Other newsroom funding examples from Las Vegas

- Society Professional Journalist Foundation Grants – spj.org
- Public Media Alliance Grants – publicmediaalliance.org
- News Media Alliance Grants Directory – [over 100 listings](#)

(This is not an exhaustive list, but ones our newsroom has researched or applied for)

6. Tip

A Grant Strategy:
Choose a Focus

Regional Funders: Community
Foundations

Topical Funders: Climate, Social
Justice, Crime

Report for America

- Support a reporter in your newsroom
 - Community News Fund
-

Report for America example from Las Vegas

How it works

- RFA places & subsidizes reporters
- Positions cover underserved communities or issues
- Enhance coverage of state legislatures
- Reporters experience varies
- Review-Journal's position covers nonprofit sector
- RFA subsidizes salary for one year at 50 percent, up to \$25k.
- Years 2 & 3 have a sliding scale subsidy

Benefits

- Program has created hundreds of reporting positions
- Companies get reporters at reduced salary obligation

Notable Coverage in Las Vegas


[COVID impact on grocery stores](#)

[Affordable housing](#)

[In-person fundraisers are back](#)

Home >> Business >> Housing

Nevada HAND to freeze rent on affordable housing units



Las Vegas Mayor Carolyn Goodman speaks during a press conference for Nevada HAND on Monday, Aug. 16, 2021, at the Decatur Commons construction site. The nonprofit affordable housing developer and community manager pledged to

By McKenna Ross Las Vegas Review-Journal
August 16, 2021 - 6:12 pm

Don't miss the big stories. Like us on Facebook [Like 289K](#)

A nonprofit affordable housing developer and property manager will freeze rent on its units across the Las Vegas Valley to combat the rising costs of living, it announced Monday.

7. Tips

Keeping the Books

Bring financial metrics into the newsroom.

- Project champions
 - Project/ grant accounting
 - Grant reporting
 - Time spent
-

8. Resources

Protecting Editorial Integrity

Ethics Policy

- Here's an example

Funder Transparency

- Examples by Largest Funders
or by All Funders
-

9. Tips

Generate Earned Income

The audience is your North Star

- Community Events
 - Revenue Lab at Texas Tribune
 - Sponsorships
 - Unconventional market needs
 - Alabama Media
 - Product innovation
-

10. Tips

Measure Impact and
Share your Story

Get your organization and audience on board with your mission.

- Community engagement and donation metrics
 - [Solutions Journalism Revenue Project](#)
 - Circling back on outcomes
 - The story of your impact
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Thank you

Slides: <https://bit.ly/MFMAItFund>

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