



Multiplier Effect:

Growing **local funders**
Sustaining **local news**

2022 ANNUAL IMPACT REPORT

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This annual report for Journalism Funding Partners (JFP) spans 2022 to 2023, documenting JFP's impact. This report highlights JFP's outstanding financial growth from funders and success stories from JFP's local news organizations. JFP's Employee Identifier Number (EIN) is 84-2968843.

JFP FINANCIAL IMPACT

In 2022, JFP received \$2,057,319 in grants and disbursed \$1,940,480 to 44 different newsrooms across the country. This represents an increase of \$653,747 in grants received and an increase of \$1,111,957 in grants disbursed from 2021. JFP expects these numbers to continue multiplying. As of April 30, 2023, JFP had already received \$1,085,782 and disbursed \$1,037,880.

JFP continues to work toward a better future for the sustainability of local journalism.



"IF YOU CARE ABOUT..."

In 2022, JFP launched a social media marketing campaign through Facebook, Twitter, LinkedIn and most recently Post.News highlighting how issues people care about connect to local news. The campaign emphasized that if you care about education, health, art, government, etc., you also care about local news. QR codes for these marketing cards linked to the giving page on the JFP website, and the "If you care about" cards were available to news organizations for their own fundraising.

This marketing card features a blue background with a faint map of the United States. It includes the JFP logo in the top right corner, the text "If You Care About The Environment..." with a globe icon, and "You Care About Local News." with a QR code.

This marketing card features a blue background with a faint map of the United States. It includes the JFP logo in the top right corner, the text "@JournalismFP" in the top left, "And if you care about climate change right now, not someday..." with a QR code, and "Support JFP." in large white text.

MORE EXAMPLES:

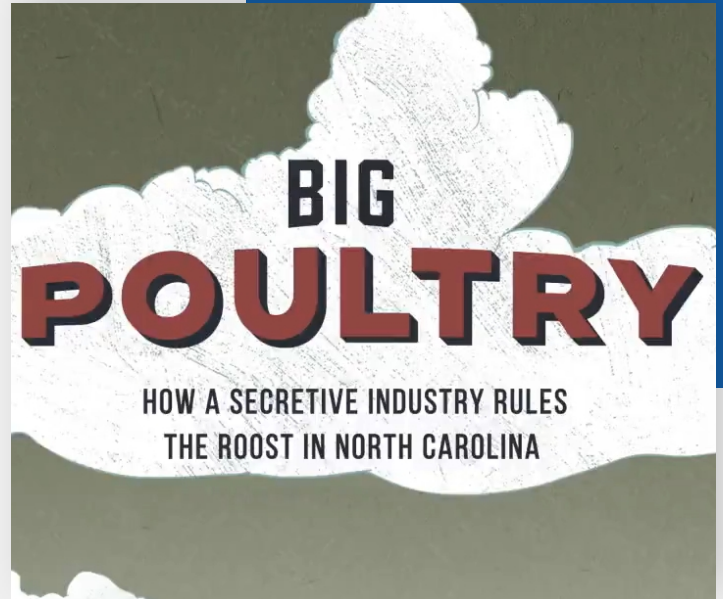
This marketing card features a blue background with a faint map of the United States. It includes the JFP logo in the top right corner, the text "If You Care About Shopping Local..." with a shopping cart icon, and "You Care About Local News." with a QR code.

This marketing card features a blue background with a faint map of the United States. It includes the JFP logo in the top right corner, the text "@JournalismFP" in the top left, "And if you care about local businesses right now, not someday..." with a QR code, and "Support JFP." in large white text.

SUCCESS STORIES

N&O, "BIG POULTRY" STORY

This award-winning series about North Carolina's unregulated poultry industry was made possible through the hard work of a team of reporters, editors, graphic artists and photographers at The News & Observer and The Charlotte Observer. One team member, climate reporter Adam Wagner, is funded through JFP. This project includes 15 stories with 130 total sources ranging from academics, farmers, neighbors and scientists. The "Big Poultry" series received the 2023 Victor K. McElheny Award, as well as three other prestigious national awards.



15

STORIES INCLUDED

130

TOTAL SOURCES

4



NATIONAL AWARDS RECEIVED



FINDINGS

The project revealed that approximately 230,000 residents live within a half-mile of a poultry farm and that people living within three-quarters of a mile can face increased health risks from the odor. This story proved important and impactful to residents, demonstrating to citizens the health risks in their own backyards.

SUCCESS STORIES

My Recent Work



Why do we have 40 Council members to begin with?

News

Rural Tennessee county jumps into drag show debate with new park rules

Local



THE TENNESSEAN, FIRST AMENDMENT REPORTING

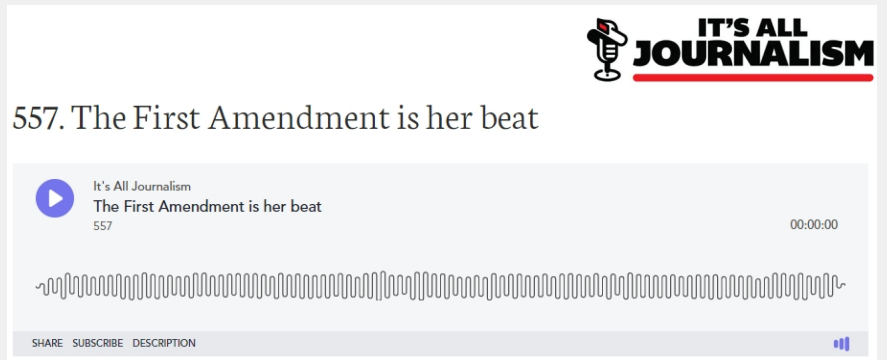
Funded by The Freedom Forum through JFP, The Tennessean hired reporter Angele Latham to focus on how all five freedoms covered in the First Amendment are at the heart of issues affecting the daily lives of Tennesseans. Covering such topics as banning books, inserting religious language into governance documents

and banning drag queen events, this reporting led to increased awareness of First Amendment issues and drew the attention of lawmakers, deepening understanding of the power of the First Amendment. Based on the success of this reporting, The Freedom Forum has partnered with JFP to fund a second reporter in Florida.

APPEARANCES



Angele Latham, along with N&O reporter Adam Wagner and Executive Director Rusty Coats, were featured on E&P's podcast to speak on their work.



Angele Latham appeared on the "It's All Journalism" podcast to give insights on her work and to share specifics on pieces she wrote for The Tennessean.

15

STORIES PRODUCED

46,894*

PAGEVIEWS

5 QUESTIONS

In 2022, JFP began reaching out to funded reporters to give others an inside look into how the reporting is being done – and the impact it’s had.

RECENT WORK:



5/18/23

Miami Herald Arts Reporter, Amanda Rosa, Shares Details on Her Work

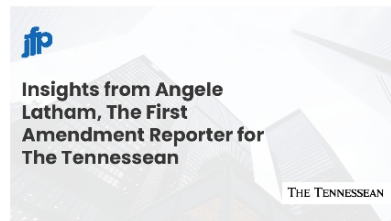
[Read More](#)



3/29/23

Insights from Gautama Mehta, Climate Reporter for The Macon Telegraph

[Read More](#)



2/27/23

Insights from Angele Latham, The First Amendment Reporter for The Tennessean

[Read More](#)

JFP-funded reporters and their editors have written guest columns for our website. By featuring guest columns, JFP shares insights from the personal experiences of these journalists. The diverse perspectives have sparked conversations and a better appreciation of the day-to-day work being done in local newsrooms. For example, Liz McLaughlin, climate reporter for WRAL, wrote about her recent trip to the Israel Climate Conference and shared what she learned.



Pictured to the right: Liz McLaughlin | Climate Reporter

FROM OUR PARTNERS



"Journalism Funding Partners understands the importance of fact-based local news and the value that philanthropic partnerships with leading news organizations like McClatchy can bring to local communities. We genuinely appreciate JFP's partnership and shared commitment to our service mission."

Robyn Tomlin, Chief News Officer, McClatchy



"I genuinely appreciate JFP's proactive attitude, which is evident in its efforts to find ways to help advance its mission that go beyond the core capabilities of a fiscal sponsor. I am thinking specifically of its proposal in 2022 to help create a community of practice using tools like slack and by organizing thematic convenings so that beat journalists could learn from each other and collaborate. It was an elegant proposal to elevate the reporting being done and make the whole greater than the sum of its parts."

Diogo Freire, Managing Director, 1Earth Fund

FROM THE BOARD



"JFP's efforts to expand local news coverage multiplied across the country in 2022. With the support from our partnered newsrooms, funders and members of the community, our expectations for the future shine brightly."

Orage Quarles III, Chairman



"A recent headline -- 'Two embedded journalists are making an impact thanks to the JFP' (Editor and Publisher) -- perfectly sums up my thoughts about the work JFP's been doing. The results of JFP's successful funding partnerships have even helped some print, digital and broadcast newsrooms provide new beats such as First Amendment reporting. I'm in awe of how our small executive team brings JFP's mission to life, showing the hunger local media stewards and their audiences have for more news that helps them understand what's going on where they live and what they might do about it."

Sheila Soloman, Vice-Chair

MOVING FORWARD

As we envision the future, we see a world where local journalism serves as a catalyst for progress, shaping informed societies and empowering individuals. We see a promising future for growing JFP's impact toward further awareness and social good by living our vision to increase the depth, diversity and sustainability of local news by building and stewarding relationships between funders and local news organizations. Onward.



Rusty Coats
Executive Director



Marc Fiol
Comm. & Admin. Coordinator



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