



REPORT FOR AMERICA

Local Journalism, Public Service

An initiative of

THE
groundtruth
PROJECT

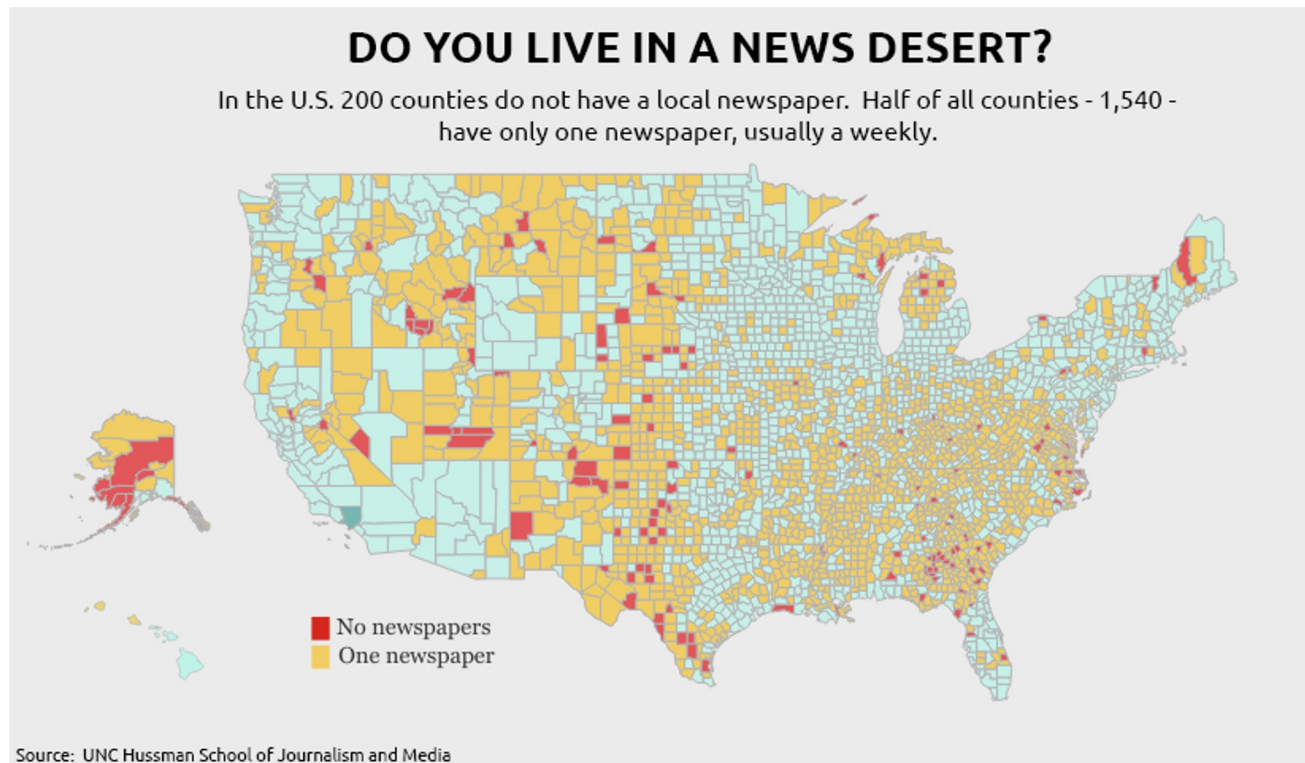
News Deserts are Increasing

200+

counties in the US now
have no newspaper at all

1,800+

communities in the US no
longer have a dedicated
local news source



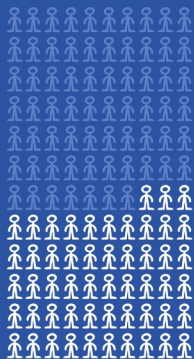
Dramatic Drop In The Number Of Local Reporters

The Collapse of Local Reporting

From 2004 to 2020, the number of...

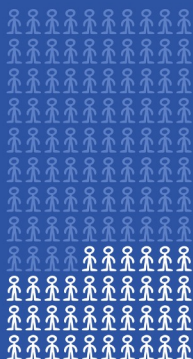
Newspaper
newsroom
employees
dropped

57%



Reporters per
100,000
population
dropped

62%



Reporters per \$100
million in state and
local government
spending dropped

67%



REPORT  AMERICA

- Since 2004, there has been a **57% decline in newspaper newsroom employees**, from 72,000 to 30,820
- Academic studies show that collapse of local news has led to **lower voter turnout and bond ratings, more corruption, waste, air pollution** and corporate crime
- As a result, “no one is watching the storehouse.”

**Fewer reporters means
crucial issues and
communities are under-
covered.**

Not covered:

- Bad Drinking Water
- Inadequate Healthcare
- Injustice In Courts
- Corruption At City Hall
- Failing Schools
- Solutions That Work

The absence of local reporting has deep impact.

The result:

- More corruption
- Less competitive elections
- Weaker municipal oversight
- A decline in civic engagement
- A rise in injustice

Report for America is a national service program that places talented journalists—corps members—into local newsrooms to report on under-covered issues and communities.

HOW IT WORKS



AN INNOVATIVE 3:1 MATCHING MODEL

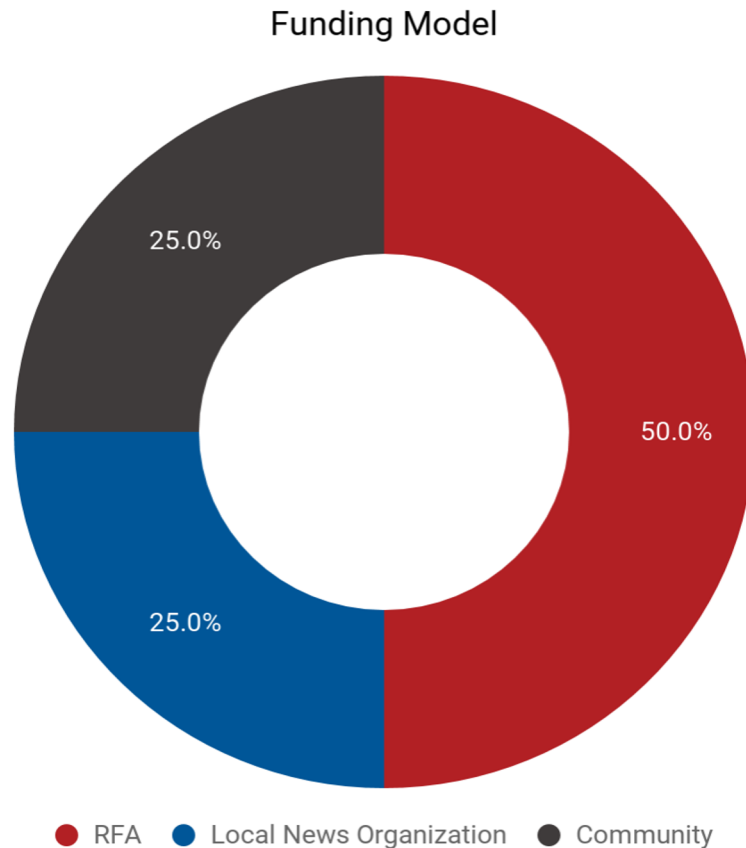
Funding model for first year corps members:

50% salary: Report for America & its national philanthropic partners

25% salary: From the newsroom

25% salary: From local funders*

**We offer our local partners training, toolkits, and coaches to raise local philanthropic support*

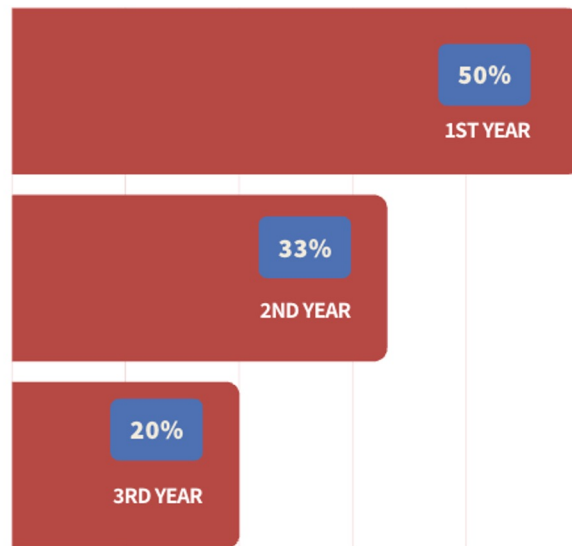


A MULTI-YEAR FUNDING COMMITMENT

Year 1: Report for America pays **half** of first year corps members' salary. The other **half** is matched by the host newsroom and the local community.

Year 2: Report for America pays **33%** of the salary for the corps member.

Year 3 (optional): Report for America pays **20%** of the salary for the corps member.



CAPTURING THE PUBLIC IMAGINATION

Report for America Supports Journalism Where Cutbacks Hit Hard

Opinions

The crisis in local journalism has become a crisis of democracy

Advance the Common Good, Big Donors, by Saving Journalism

The New York Times

The Washington Post

THE CHRONICLE OF
PHILANTHROPY



Report for America Newsrooms

Since 2017, Report for America has placed nearly 600 journalists in ~200 local newsrooms.

In rural and urban areas across 50 states, Washington, D.C., Puerto Rico and Guam

Serving a mix of under-reported issues and under-covered communities (some are considered "news deserts")

2023-2024 Newsrooms

News organizations include radio; TV; daily, weekly/bi-weekly and monthly newspapers; news services; digital

~200 host news organizations

~300 corps member positions

13% rural newsrooms

61% non-profit news organizations

9% Black or Latino-owned newsrooms

2023-2024 Beats

Education
Environment
Diversity (including BIPOC,
ethnic communities,
immigration, and race)
Religion
Gender
Seniors and Aging
Sports
Health
Climate Change
Criminal Justice
Photography
... and more

Additional Beat Opportunities

- Mississippi River Basin AG & Water Desk and Report for America – 10 reporting positions funded by the Walton Foundation in [31 states](#).
- Religion Reporting - Report for America is expanding its support of newsrooms interested in deep reporting on stories where faith meets gender, education, politics, and democracy itself. Report for America currently has 7 host newsrooms featuring [religion reporting beats](#). This support is made possible by the Henry Luce Foundation and Radiant Foundation.

Awards and Impact

Report for America corps members are producing award-winning journalism in newsrooms across the country. These are just a few examples of awards received in 2021.

Goldsmith Prize for Investigative Reporting

Livingston Award Finalists (2)

Top Ten Military Veterans in Journalism

National Press Foundation Poverty and Inequality Award

National Award for Education Reporting

National & Regional Edward R. Murrow Awards (multiple)

Who Can Apply?

WE'RE LOOKING FOR...



Any news organization (non-profit or commercial) committed to providing objective, civically important local journalism, including:

- public radio stations
- newspapers
- digital narrative sites
- commercial TV stations
- community media centers

REPORT FOR AMERICA NEWSROOM SELECTION CRITERIA

Is there an important need? Are there under-covered topics, communities or geographic areas? What is the beat you'll create for Report for America corps members to help fill your news gap?

WHAT WE LOOK FOR

- **Identify an important coverage gap** in your community that you aim to fill, and a good description of the proposed beat
- **Demonstrate interest in and willingness to fundraise.** Newsrooms selected to the program will commit to raising 25% of the local share from the philanthropic community to build stronger community support for journalism. We will help you develop initiatives that will contribute to the sustainability of your newsroom.
- **Present evidence of good editing and mentoring** for your newsroom
- **Startups must have published for one year** before applying for corps member. This is to ensure that your leadership team is well-established.
- **Articulate plan to distribute the content** for maximum impact and for assessing success

NOTE: Corps member positions are not fellowships or internships. They are full time positions with a two-year commitment and an option to re-up for a third year.

What Are The Benefits?

REPORT FOR AMERICA NEWSROOM BENEFITS

- Passionate reporters covering designated essential beats
- Unlock a **third revenue stream of philanthropy** with the help of our local sustainability and development team
- Expand your newsroom coverage: we pay 50% of the corps member's salary the first year; and 33% the second year
- Access to a network of over 200 like-minded host newsrooms
- We ultimately want you to expand and grow your newsroom through our partnership

What's the Application Timeline?

2024-2025 NEWSROOM APPLICATION TIMELINE

- **Newsroom application opens**
Early July 2023
- **Final application deadline**
September 18, 2023
- **Newsroom partners announced**
Early December 2023
- **Corps member year begins**
July 2024



FRANK VAISVILAS
GREEN BAY PRESS-GAZETTE

Sign Up for Updates

Scan the QR code below or visit
www.reportforamerica.org/news-rooms.





REPORT FOR AMERICA

STAY IN THE LOOP.

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