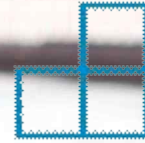


# The Global Rise of Nonprofit News & Collaboration

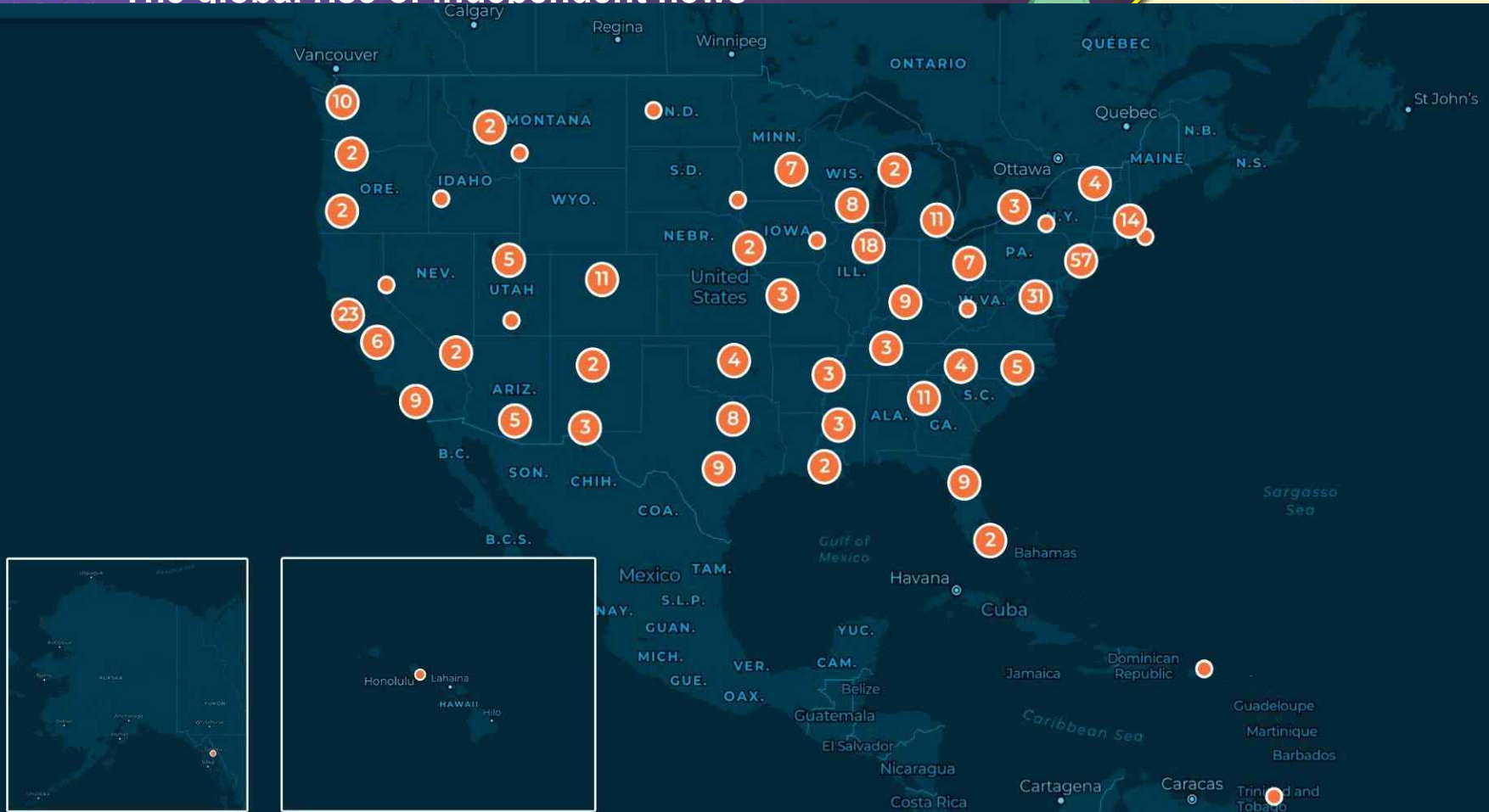
Sue Cross



## Institute for Nonprofit News

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# The global rise of independent news





## Our talk today:

- . The new global landscape
- . Rise of nonprofits & what makes them different
- . The new ecosystem
- . The power of collaboration
- . Shared challenges
- . A promising outlook ahead



# A new ecosystem of news takes shape



사사IN



- Most are digital-native, mobile
- Independent newspapers, magazines
- Most launched in last 15 years
- With a surge of growth since 2018
- Fast growth in Americas, but this ecosystem is rising globally



# We see rapid rise of nonprofit news models



- 2009: INN news consortium forms
- US tax structure → fast growth
- Coverage evolves, expands
  - from investigative news to ...
  - deep expert, explanatory to ...
  - local, community





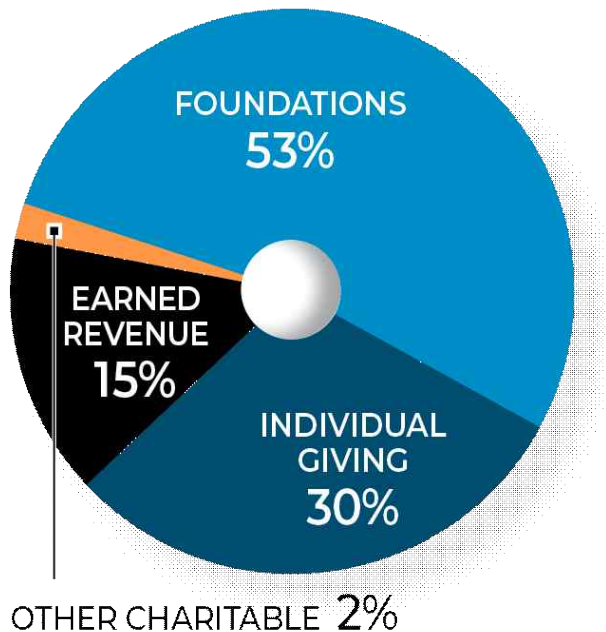
## Nonprofit news today





## REVENUE STREAMS

% OF TOTAL REVENUE  
FROM \_\_\_\_\_



- . US nonprofit news: ~\$500 million
- . Growing: “Reader Revenue” + major individual donors
- . Foundation funds growing overall but spread more thinly, dropping as share of newsrooms’ revenue mix
- . Earned revenue growing

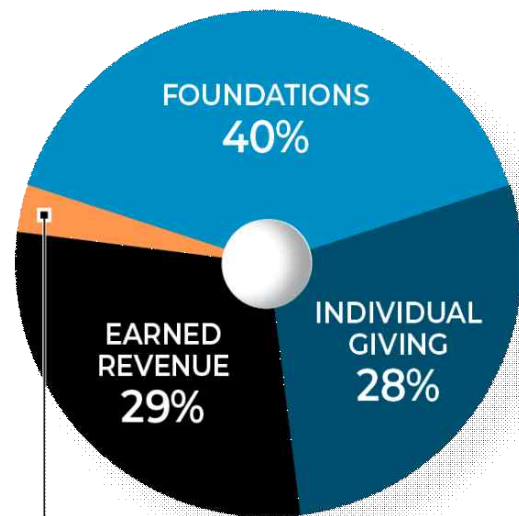




## REVENUE STREAMS BY GEOGRAPHIC SCOPE

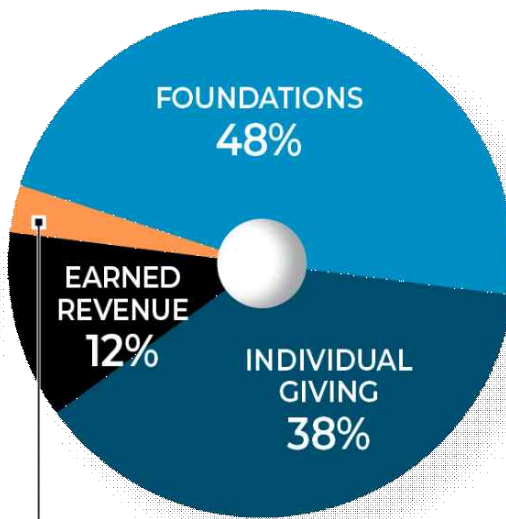
% OF TOTAL REVENUE FROM \_\_\_\_\_

### LOCAL



OTHER CHARITABLE 3%

### STATE/REGIONAL



OTHER CHARITABLE 3%

### NATIONAL/GLOBAL



OTHER CHARITABLE 2%

Numbers may not add up to 100%  
because of rounding



# Differences in philanthropic giving

## Korea

- . 60% individual
- . 40% corporate
- . Foundations like The Beautiful Foundation also funnel individual gifts
- . Government grants are substantial
- . Crowdfunding
- . Individual giving linked to events, disasters

## United States

- . 70% individual
- . 19% foundations
- . <10% bequests
- . ~ 5-6% corporate
- . Government tax relief, but few grants
- . End-of-year individual giving tradition



400

nonprofit newsrooms share with ...

7,100

other media distribution partners



Photo by Sree Sripathy for India Currents

# ~3,000

nonprofit journalists today

- Half of executives are women
- 1 in 4 are people of color





>400,000

stories a year that otherwise  
would go untold





## Impact

Reporting that  
empowers people.

Strengthening  
communities

Facts that matter





# Collaboration



## Editorial collaboration

- . Starts with the community
- . News is kept free
- . Reporting is shared with other media companies
- . Newsrooms team up on short-term editorial projects
- . And form long-term consortia or alliances



☰ 🔍

The New York Times

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## The Central California Town That Keeps Sinking

The very ground upon which Corcoran, Calif., was built has been slowly but steadily collapsing, a situation caused primarily not by nature but agriculture.

## Grist

Donate ☰

### The Central California town that keeps sinking

The very ground upon which Corcoran was built is steadily collapsing, a situation caused primarily by agriculture.



Ryan Christopher Jones



# Covering indigenous communities







## Ongoing consortium: INN Rural News Network

- 60 nonprofit newsrooms
- 30 states
- Reaching 18 million people



*Rosa Perez worries about what many years of consuming the tap water in Fuller Acres might have done to her family's health. Photos by Martin do Nascimento.*



# Collaboration in business



# Collaboration spreads beyond the newsroom



NewsMatch is designed to transform how communities support the journalism that serves them.



NewsMatch



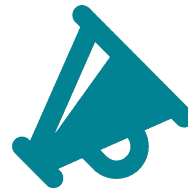
## Match

**Matching gift program**  
National pool of match funds sparks giving to nonprofit newsrooms



## Train

**Learning resources**  
strengthen newsrooms' fundraising capacity



## Amplify

**Public awareness**  
engages new supporters; highlights community impact of quality news



## NewsMatch success

- . In the past 5 years, newsrooms have leveraged **\$7.7 million** in national and local match funds
- . To generate more than **\$192 million** in year-end contributions from individuals
- . Resulting in **nearly 7x return on investment**





## NewsMatch models spread locally



Chicago  
Independent  
Media Alliance

A dark, semi-transparent background image showing a group of people at a conference or event. One person in the center is holding a smartphone. The text is overlaid on this image.

This is  
#newsCOnneeds.



## Added business collaboration

- . More than 90% of nonprofit newsrooms pool their internal data on growth, solutions and challenges through the **INN Index research consortium**.
- . Independent newsrooms share **business resources**: legal, finance, technology
- . Publishers collectively build audience through **distribution partnerships**

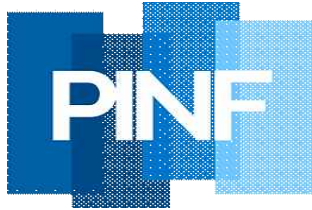


## Shared challenges

- Creating a popular culture of **supporting news**.
- Government action that **supports independent media** and addresses impacts on democracy from algorithm-based digital publishing platforms
- **Diversifying revenue streams** to sustain strong journalism
- **Equity and democratic coverage** finding ways to ensure new access for small, rural and underserved communities



# Collaboration spreads internationally





# Independent & nonprofit media



# Collaboration





# Independent & nonprofit media



# Collaboration





# Reinventing journalism as a public service



# Thank You.

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