MEDIA IMPACT FUNDERS and THE LENFEST INSTITUTE FOR JOURNALISM SURVEY
Conducted by NORC at the University of Chicago

For-Profit Journalism Organizations

Interviews: 4/13- 7/21/2023
164 organizations
138 organizations (grantees) have received donations or other direct philanthropic giving in the last five years or participated in philanthropic-funded training and leadership programs.

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Results labeled "API 2015" are based on a survey conducted in 2015 by the American Press Institute. Results labeled "API 2015 w/o no response" were recalculated eliminating respondents who skipped the question.

1. What year was your organization founded? How many years has your foundation or funding organization been in existence?*

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023	API 2015*	API 2015* w/o no response
Less than 5 years ago	16	18	15	15
6-9 years ago	10	8	12	12
10-15 years ago	17	17	3	3
16-50 years ago	18	16	3	3
More than 50 years ago	37	38	65	66
Don't know/Not sure	-	-	1	1
No response	2	3	1	
N=	164	138	146	144

Question read: How long ago was your news organization founded?

2. Where is your organization based? City, State, Zip code

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Northeast	32	33
New England	7	8
Mid-Atlantic	25	25
Midwest	**16**	**15**
East North Central	7	7
West North Central	9	8
South	22	25
South Atlantic	15	14
East South Central	3	3
West South Central	8	9
West	23	23
Mountain	7	8
Pacific	16	15
Outside U.S.	1	1
No response	1	1
N=	164	138

3. Is the company that owns your news organization headquartered in your state?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Yes	79	79
No	20	19
Don't know/Not sure	-	-
No response	2	2
N=	164	138

4. Which media category best describes your news organization?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Community media focused on serving a particular community of color, ethnicity, or religion	10	10
Local online publisher	34	36
Newspaper media	36	35
Single subject news organization (digital or multiplatform)	2	1
Radio media	4	4
Podcast or social media	1	1
Television media	1	1
Other	7	6
Don't know/Not sure	-	-
No response	7	8
N=	*164*	*138*

5. What is the primary geographic scope of your organization's coverage?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023	API 2015*	API 2015* w/o no response
Global	1	1	2	2
National	1	-	1	1
Regional (multi-state)	9	9	8	8
State	12	14		
Local (such as city, county, town, or suburb)	74	73	27	27
Hyperlocal			47	48
Other				2
Several			10	10
Don't know/Not sure	-	-		
No response	3	4	1	
N=	*164*	*138*	*146*	*144*

Question read. Which of the following best describes your core audience?
Global was labeled international; state and regional were combined; Local (such as city, county, town, or suburb) was labeled Metro.

6. What was your organization's approximate calendar year (CY) 2022 expense budget? .

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023	API 2015*	API 2015* w/o no response
Less than $500,000	53	51		
$500,000 to $999,999	5	5	43	44
$1 million to $1.9 million	5	7		
$2 million to $4.9 million	10	11	27	28
$5 million to $49 million	4	4	18	19
$50 million to $99 million	12	10	0	
More than $100 million	8	9	1	1
Don't know/Not sure	1	1	8	8
No response	1	1	3	
N=	164	138	146	142

*Question read: What approximately was your overall newsroom budget in the last calendar year
In 2015 options included: Less than $1 million; $1 million to $4.9 million; $5 million to $49.9 million; $50 million to $100 million; More than $100 million.

7. Roughly, what percentage of your organization's CY 2022 expense budget was dedicated to producing journalism?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Less than 25 percent	5	4
25 to 49 percent	16	17
50 to 74 percent	21	23
75 to 100 percent	38	36
Don't know/Not sure	20	20
No response	1	1
N=	164	138

8. About how many full-time or full-time equivalent journalists or news producers does your organization have?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023	API 2015*	API 2015* w/o no response
Fewer than 5	54	51	29	30
5 to 9	13	14	9	9
10 to 19	11	10	13	13
20 to 29	7	8	10	10
30 to 49	6	7	10	10
50 to 99	1	1	14	15
100 to 499	1	1	12	12
500 to 1,000	2	2	-	-
More than 1,000	4	5	1	1
Don't know/Not sure	-	-	-	
No response	1	1	2	
N=	164	138	146	143

*Question read: About how many full-time staff employees does your newsroom have?

9. Over the last five years, has your newsroom staffing budget increased, decreased, or stayed about the same?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Increased	38	38
Decreased	34	32
Stayed about the same	25	27
Don't know/Not sure	2	3
No response	1	1
N=	*164*	*138*

10. Has your organization eliminated any full-time newsroom staff positions in the last five years? **If yes:** About how many full-time newsroom staff positions have been eliminated in the last five years?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Our organization has not eliminated any full-time newsroom staff positions in the last five years	52	52
Less than five	23	22
5-9	5	4
10-29	5	7
30-50	2	2
50-99	2	2
100-499	-	-
More than 500	6	7
Don't know/Not sure	1	1
No response	2	2
N=	*164*	*138*

11. Do you agree or disagree with the following statement: Philanthropy should play a role in supporting all types of for-profit news organizations.

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Agree	67	72
Disagree	19	18
Don't know/Not sure	13	9
No response	1	1
N=	*164*	*138*

12. **If Q11 = Disagree:** Do you agree or disagree with the following statement: Philanthropy should play a role in supporting only a select group of for-profit organizations that are family owned, independently owned, or locally owned?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Agree	35	31
Disagree	55	60
Don't know/Not sure	10	12
No response	-	-
N=	*31*	*25*

13. Has your news organization received donations or other direct philanthropic giving in the last five years?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Yes	77	91
No	21	9
Don't know/Not sure	2	-
No response	-	-
N=	*164*	*138*

14. In the last five years, philanthropy has funded new training and leadership programs to help accelerate subscriptions and digital transformation from print. Has your organization or members of your organization participated in any of these programs?

	All 4/13-7/21/2023	Grantees 4/13-7/21/2023
Yes	55	66
No	40	30
Don't know/Not sure	5	4
No response	-	-
N=	*164*	*138*

Following questions based only on Grantees, organizations that over the past five years have received donations or other direct philanthropic funding; or participated in any philanthropic-funded training and leadership programs.

15. Do you provide free online access to reporting and stories that are supported primarily with philanthropic support?

	4/13-7/21/2023
Yes	67
No	21
Don't know/Not sure	12
N=	*138*

16. In your CY 2022 expense budget, approximately what percentage of revenue came from each of the following revenue sources?

4/13-7/21/2023 N=138	Less than 10 percent	10 to 25 percent	25 to 50 percent	More than 50 percent	None	No response
Advertising	9	4	23	38	7	18
Subscriptions	20	9	15	7	28	22
Individual giving less than $4,999	44	7	4	7	20	17
Individual giving more than $5,000	18	7	-	1	54	21
National foundations	18	5	1	2	52	21
Local foundations, including community foundations, place-based funders, local family foundations, and local businesses	28	9	6	3	35	20
Donor-advised funds, such as from Fidelity Charitable or other financial institutions, excluding community foundations	12	-	1	-	66	21
Technology companies providing direct grants, including Meta, Google and Microsoft	23	5	4	1	47	20
Funding partners providing direct grants, such as Corporation for Public Broadcasting, Institute for Nonprofit News, Report for America, the American Journalism Project, or Local Media Association	24	12	4	1	42	18
Other earned revenue, including underwriting, local business, or corporate sponsorships	29	9	7	4	33	18
Other	7	4	4	-	15	71

17. **IF Q16: National foundations ne NONE:** Over the last five years, has the percentage of your organization's budget coming from national foundation grants increased, decreased, or stayed about the same?

	4/13-7/21/2023
Increased	65
Decreased	5
Stayed about the same	22
Don't know/Not sure	8
No response	-
N=	*37*

18. **IF Q16: Local foundations ne NONE:**   Over the last five years, has the percentage of your budget coming from local foundations, including community foundations and family foundations, increased, decreased, or stayed about the same?

	4/13-7/21/2023
Increased	52
Decreased	3
Stayed about the same	35
Don't know/Not sure	3
Suppressed*	6
No response	-
N=	*63*

Cases were suppressed in the data due to a programming error on an early version of the survey.

19. **IF Q16: Major donors ne NONE:**   Over the last five years, has the number of major donors – individual donors who contributed more than $5,000 – increased, decreased, or stayed about the same?

	4/13-7/21/2023
Increased	54
Decreased	3
Stayed about the same	40
Don't know/Not sure	3
No response	-
N=	*35*

20. Has your organization's collaboration with other news organizations increased, decreased, or stayed about the same in the last five years?

	4/13-7/21/2023
Increased	53
Decreased	4
Stayed about the same	36
Don't collaborate with other news organizations	6
Don't know/Not sure	1
No response	-
N=	*138*

21. **IF Q20 ne DON'T COLLABORATE:** Have funders offered financial incentives to increase your organization's collaboration with other news organizations in the last five years?

	4/13-7/21/2023
Yes	23
No	63
Don't know/Not sure	8
No response	-
N=	*128*

22. In the last five years, has your organization received direct funding or participated in accelerator or other training programs from the Meta/Facebook Journalism Project?

	4/13-7/21/2023
Yes	36
No	52
Don't know/Not sure	12
No response	-
N=	*138*

23. **IF Q22=YES:** In the last five years, what was the total amount of direct funding your organization received from the Meta/Facebook Journalism Project?

	4/13-7/21/2023
Less than $50,000	44
$50,000-$99,999	28
$100,000 to $249,999	18
$250,000 to $499,999	-
$500,000 to $1 million	-
More than $1 million	10
Don't know/Not sure	-
No response	-
N=	*50*

24. In the last five years, has your organization received direct funding, accelerator, or other training from the Google News Initiative?

	4/13-7/21/2023
Yes	52
No	36
Don't know/Not sure	11
No response	1
N=	*138*

25. **IF Q24=YES:** In the last five years, what was the total amount of direct funding your organization received from the Google News Initiative?

	4/13-7/21/2023
Less than $50,000	74
$50,000-$99,999	6
$100,000 to $249,999	7
$250,000 to $499,999	3
$500,000 to $1 million	-
More than $1 million	11
Don't know/Not sure	-
No response	-
N=	*72*

26. Does your organization or staff belong or participate in programming, training and resources provided by any of the following? *Select all that apply*.

	4/13-7/21/2023
America's Newspapers	7
Investigative Reporters and Editors Association, including NICAR (IRE)	28
The Lenfest News Philanthropy Network	33
LION Publishers (LION)	43
Asian-American Journalists Association (AAJA)	9
National Association of Black Journalists (NABJ)	21
National Association of Hispanic Journalists (NAHJ)	13
National Newspaper Publishers Association	14
Native American Journalists Association (NAJA)	4
News Leaders Association	8
News Media Alliance	6
News Product Alliance	5
Open News	1
Online News Association (ONA)	23
Society of Professional Journalists (SPJ)	33
None of the above	9
N=	*138*

27. **IF Q26 ne NONE:** Which programs or associations offer the most value for your organization?
List up to 5. Open end

	4/13-7/21/2023
America's Newspapers	3
Investigative Reporters and Editors Association, including NICAR (IRE)	6
The Lenfest News Philanthropy Network	13
LION Publishers (LION)	33
Asian-American Journalists Association (AAJA)	-
National Association of Black Journalists (NABJ)	3
National Association of Hispanic Journalists (NAHJ)	1
National Newspaper Publishers Association	8
Native American Journalists Association (NAJA)	-
News Leaders Association	-
News Media Alliance	2
News Product Alliance	1
Open News	1
Online News Association (ONA)	2
Society of Professional Journalists (SPJ)	7
Other	52
No response	32
N=	*126*

28. In the last five years, have you or members of your organization participated in training, accelerators, fellowships, or leadership development programs from any of the following? *Select all that apply.*

	4/13-7/21/2023
American Press Institute	22
Local Media Association	36
Google News Initiative	51
Maynard Institute for Journalism Education	11
Meta/Facebook Journalism Project	33
Microsoft	3
Online News Association	12
Poynter Institute	33
Solutions Journalism Network	31
"Table Stakes" leadership programs at various institutions, including American Press Institute, Arizona State University, Poynter Institute and University of North Carolina	30
The Lenfest Institute for Journalism	35
University-based programs, such as fellowships and training at HBCUs, Craig Newmark Graduate School of Journalism, University of Missouri, Columbia Graduate School of Journalism, Northwestern, and others	20
None of the above	17
N=	*138*

29. **IF Q28 ne NONE:** Which programs or associations have offered the most value for your organization?
List up to 5. Open end

	4/13-7/21/2023
American Press Institute	7
Local Media Association	20
Google News Initiative	25
Maynard Institute for Journalism Education	2
Meta/Facebook Journalism Project	14
Microsoft	-
Online News Association	2
Poynter Institute	10
Solutions Journalism Network	9
"Table Stakes" leadership programs at various institutions, including American Press Institute, Arizona State University, Poynter Institute and University of North Carolina	9
The Lenfest Institute for Journalism	14
University-based programs, such as fellowships and training at HBCUs, Craig Newmark Graduate School of Journalism, University of Missouri, Columbia Graduate School of Journalism, Northwestern, and others	3
Other	27
No response	41
N=	*115*

30. In the last five years, have you or members of your organization accessed direct funding, fellows, or resources from any of these organizations? *Select all that apply.*

	4/13-7/21/2023
Borealis Racial Equity Journalism Fund	3
Google News Initiative	37
Local Media Association	26
Meta/Facebook	27
Microsoft	2
NewsMatch	4
NewsPack	8
News Revenue Hub	12
ProPublica	13
Report For America	32
Reporters Committee for Freedom of the Press	1
Solutions Journalism Network	24
The Lenfest Institute for Journalism	14
A state-level funding initiative, such as Colorado Media Project and other projects in NJ, NC, NM, and CA	7
None of the above	20
N=	*138*

31. **IF Q30 ne NONE:** Of the help you have received from outside organizations, what has been most valuable? *Open end*

	4/13-7/21/2023
Borealis Racial Equity Journalism Fund	1
Google News Initiative	7
Local Media Association	3
Meta/Facebook	5
Microsoft	-
NewsMatch	1
NewsPack	1
News Revenue Hub	-
ProPublica	3
Report For America	5
Reporters Committee for Freedom of the Press	-
Solutions Journalism Network	-
The Lenfest Institute for Journalism	4
A state-level funding initiative, such as Colorado Media Project and other projects in NJ, NC, NM, and CA	3
Other	13
Funding, general	11
Training, general	7
No response	29
N=	*110*

32. **IF Q30 ne NONE:** What else would you like to receive from these outside organizations?
Open end

	4/13-7/21/2023
Financial support	30
Technical training/assistance	7
Sustainability training/resources	9
Access to networks – funders and other collaborators	9
Editorial trainings/development	5
Training, general	3
Other	2
No response	34
N=	*110*

33. Does the racial and ethnic diversity of your newsroom reflect the community you serve?

	4/13-7/21/2023
Yes	63
No	31
Don't know/Not sure	6
No response	-
N=	*138*

34. In the last five years, how much has your organization increased the racial and ethnic diversity of your newsroom to better reflect the community you serve?

	4/13-7/21/2023
A great deal	18
A moderate amount	33
Only a little	16
None at all	19
Don't know/Not sure	13
No response	1
N=	*138*

35. Does your organization focus primarily on serving the information needs of communities of color? By "focus primarily," we mean that people of color comprise most of your audience and your organization spends most of its funding, resources, and staff time on stories for people of color.

	4/13-7/21/2023
Yes	23
No	73
Don't know/Not sure	4
No response	-
N=	*138*

36. **IF Q35=YES:** What communities of color are primarily being served by your organization?

Select all that apply.

	4/13-7/21/2023
Asian American, East Asian, South Asian, or Southeast Asian	6
Black or African American	66
Hispanic or Latino/a/x	19
Native Hawaiian or other Pacific Islander	-
Middle Eastern or North African	-
Native American, Indigenous, or Alaska Native	3
Other racial or ethnic group	6
Don't know/Not sure	-
No response	-
N=	*32*

37. **IF Q35=YES:** In the last five years, has funding your organization received to specifically address the news and the information needs of communities of color increased, decreased, or stayed about the same?

	4/13-7/21/2023
Increased	56
Decreased	6
Stayed about the same	34
Don't know/Not sure	3
No response	-
N=	*32*

In this section, we revisit many of the same questions that were asked in the 2015 survey produced by the American Press Institute to better understand the ethical implications of the rise of philanthropy to support journalism. The 2015 survey findings prompted new practices around donor transparency. Thank you for helping us learn about what challenges remain.

38. On its website or annual report, does your organization publicly list all your donors, most of them, only some, or none?

	4/13-7/21/2023
All	14
Most	12
Some	20
None	37
Don't know/Not sure	17
No response	-
N=	*138*

39. **IF Q38=MOST or SOME:** Does your organization set a level of financial contribution above which it discloses the name of the donors, and if so at what level?

	4/13-7/21/2023
$250 and above	-
$500 and above	7
$1,000 and above	11
$5,000 and above	7
$10,000 and above	-
All donations regardless of their level	-
We do not set a threshold	67
Don't know/Not sure	9
No response	-
N=	*45*

40. Has your organization ever received contributions from donor-advised funds, which are charitable organizations administered by third parties to manage the charitable contribution of an organization, family, or individuals?

	4/13-7/21/2023
Yes	30
No	59
Don't know/Not sure	10
No response	-
N=	*138*

41. **IF Q40=YES:** What information does your organization provide about contributions from donor-advised funds on your organization's website or annual report?

	4/13-7/21/2023
The donor-advised fund is identified but not its constituent contributors	19
Both donor-advised fund and its contributors are identified	10
Neither	17
Other	21
Don't know/Not sure	33
No response	-
N=	*42*

42. Does your organization have a written policy about disclosing contributors that is posted on your website or annual report?

	4/13-7/21/2023
Yes	14
No	72
Don't know/Not sure	14
No response	-
N=	*138*

43. Has a partner or funder your organization has worked with ever subsequently been a subject of one of your organization's own news stories?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
Yes	28	53	56
No	51	34	37
Don't know/Not sure	20	7	7
No response	-		
N=	138	76	71

Question read: Has a partner or funder you have worked with ever subsequently been a subject of one of your own news stories?

44. **IF Q43=YES:** Did you mention the funding in that story?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
We cited the funding in news stories about them	44	23	23
We didn't cite the funding in news stories about them	23	33	33
We cited the funding in some news stories but not others	8	20	21
Other (Please specify)	18	13	13
Don't know/Not sure	8	10	10
No response	-	3	
N=	39	40	39

Question read: Did you mention your previous collaboration in that story, did you not cite it, or do you not know?

45. Even without any explicit conversations taking place, would you say your organization's relationship with a funder has ever influenced coverage in any of the following ways?
Select all that apply.

	4/13-7/21/2023
At times, we've avoided covering certain issues that might have a created conflict of interest with a funder's other activities	4
We increased coverage of certain issues that we knew were of interest to a funder	10
We have never considered the portfolio of interests of our funders in our decision making	78
Don't know/Not sure	11
No response	-
N=	138

46. To what degree does your organization usually communicate with funders about what you are working on prior to publication?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
We talk about specific stories and timing	2	13	18
We talk about the problems our reporting might expose and the conclusions we will come to but not specific stories	1	3	4
We talk about coverage areas but only in general terms	21	22	30
Our policy is never to discuss with funders specifically what we are working on prior to publication	58	16	21
Only communicate during the grant process	-	3	
Other (Please specify)	7	4	27
Don't know/Not sure	10	12	
No response	1	28	
N=	138	76	56

Question read: To what degree do you usually communicate with non-profit funders prior to publication about the work they have underwritten?

47. How often, if at all, do funders see editorial content they have helped underwrite prior to publication?

	4/13-7/21/2023
Always	2
Usually	2
About half the time	-
Only sometimes	-
Very rarely	5
Never	83
Don't know/Not sure	7
No response	1
N=	138

48. How often, if at all, does your organization make any editorial changes in your content based on funder input?

	4/13-7/21/2023
Almost always	-
Usually	-
About half the time	1
Only sometimes	1
Hardly ever	4
Never	76
We have never been asked to do so	14
Don't know/Not sure	4
No response	1
N=	138

49. Recognizing there can be many factors in funding decisions, which of the following statements comes closer to describing the reason you think your funders make grants to news and media organizations?

	4/13-7/21/2023
To have a desired impact and advance the larger strategic agenda of the foundation.	15
To strengthen a free press and to educate the citizens regardless of the outcome of the reporting they fund.	72
Don't know/Not sure	12
No response	1
N=	*138*

50. Has a foundation ever offered to fund an investigation or specific series of stories on an issue or problem, as opposed to ongoing coverage of a general topic area?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
Yes	28	46	52
No	65	36	40
Don't know/Not sure	7	7	7
No response	-	12	
N=	*138*	*76*	*67*

Question read: Has a foundation, university or college, non-profit media operation or other nonprofit ever approached you about funding or partnering on an investigation into a particular problem or doing specific series of stories?

51. **IF Q50=YES:** Did your organization accept the funding?

	4/13-7/21/2023	API 2015* w/o no response
Yes	79	57
No	16	34
Don't know/Not sure	5	9
No response	-	
N=	*38*	*35*

Question read: Did you accept the funding or partnership?

52. **IF Q51=YES:** What were the main reasons your organization went forward with the project?
Select up to two.

	4/13-7/21/2023	API 2015* w/o no response
We already had a good relationship with this funder	3	30
We wanted to establish a relationship with this funder	3	15
While the particular project was not on our list, the general topic was one we cover	17	
The project was not on our list already but struck us as worthwhile	43	15
The project or investigation was already on our list of things to do	40	25
The funding was important to our sustainability	7	10
Other (Please specify)	3	
Don't know/Not sure	3	
No response	-	
N=	*30*	*20*

*Question read: What were the main reasons you went forward with the project? Responses included "In general, we want to increase such collaborative journalism" 35% and "The partnership provided us with expertise that we did not otherwise have access to" 50%.

53. **IF Q51=NO:** What were the main reasons your organization declined the project?
Select up to two.

	4/13-7/21/2023	API 2015* w/o no response
Previous experience with funder led us to decline working with them again	17	-
We didn't have the capacity at the time to do the work	-	33
We felt the funder would be too involved	33	17
We never accept funding for specific investigations or stories	17	13
The subject was not one we generally cover	33	8
The funder is such an advocate on the issue that this felt like a conflict of interest	17	50
The stories were not already on our list	-	-
Other (Please specify)	-	8
Don't know/Not sure	17	
No response	-	
N=	*6*	*12*

*Question read: What were the main reasons you declined the project?

54. Has your organization ever had to defend itself from public criticism because it accepted funding from a particular foundation or technology company?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
Yes	9	5	6
No	82	76	88
Don't know/Not sure	7	5	6
No response	1	13	
N=	*138*	*77*	*66*

Question read: Has your news organization ever had to defend itself from public criticism because of funding or a collaboration with a non-profit?

55. Does your organization ever accept grants to cover issues on which the funder is also engaged in work such as trying to change policy, or influence public behavior on that issue?

	4/13-7/21/2023	API 2015*	API 2015* w/o no response
No, our policies require that we would decline that funding as a conflict of interest	23	47	59
We make those decisions case by case, based on the level and nature of the advocacy	8	28	34
We would accept the funding, but only under the condition that it be for general operating support but not for coverage of a specific topic, issue or project	5	5	7
We receive donations from funders active in same sector we are covering/advocacy publication	3		
We have never been approached about doing this	51		
Other (Please specify)	4		
Don't know/Not sure	6		
No response	1	20	
N=	*138*	*76*	*61*

* *"We receive donations from funders active in same sector we are covering/advocacy publication," "We have never been approached about doing this," and "Other" were not offered as response options.*

56. What actions or changes in philanthropic giving practices would make it easier for organizations like yours to get access to more philanthropic support?
Open end

	4/13-7/21/2023
General operating funding (unrestricted, not limited to projects/specific grants)	7
Better understanding of role/importance of journalism	7
Collaboration/networking with other organizations	1
Making the funding application process easier – increasing access to funders, increase transparency/feedback from funders, standardizing applications	17
Openness to funding for-profit news organizations (instead of focusing only on non-profit organizations/smaller/hyperlocal news organizations)	22
Other	8
No response	41
N=	*138*

57. Do you agree with the goals of the Rebuild Local News coalition and others to increase government funding support for journalism?

	4/13-7/21/2023
Agree	41
Disagree	14
Don't know/Not sure	45
No response	1
N=	*138*

58. What do funders need to know to help strengthen journalism and the long-term sustainability of journalism entities?
Open end

	4/13-7/21/2023
Openness to funding for-profit news organizations (instead of focusing only on non-profit organizations)/smaller/hyperlocal news organizations	8
Importance of journalism for democracy	22
Difficulty of building audience/sustaining business with the current model	10
Importance of training/technical assistance	5
Necessity for funding general operating expenses	17
Difficulty in obtaining philanthropic funding	10
Other	4
No response	30
N=	*138*

METHODOLOGY

This study was led and commissioned by Jennifer Preston and conducted NORC at the University of Chicago in partnership with Media Impact Funders and The Lenfest Institute for Journalism. Funding was provided by The Lenfest Institute, the John D. and Catherine T. MacArthur Foundation, Arnold Ventures, and Media Impact Funders. The research was conducted by Marjorie Connelly and Betsy Broaddus from NORC, Tom Rosenstiel, the Eleanor Merrill Professor on the Future of Journalism at the University of Maryland Philip Merrill College of Journalism, and senior fellow at NORC, and Preston, a consultant for Media Impact Funders and a coach in the journalism funding lab at the Local Media Association. Preston is a former reporter and editor at The New York Times and former Vice President for Journalism at the John S. and James L. Knight Foundation, where she worked from 2014 until 2021 during a significant expansion of philanthropic giving in support of local journalism.

The study includes three separate online surveys: a survey designed for funders that support journalism and news media; a survey for leaders at nonprofit news and public radio stations; and a survey for leaders at for-profit news organizations, including legacy news organizations and online independent local outlets. This is the first comprehensive survey of funders and the field since the API study in 2015 that charted the growth of the nonprofit journalism sector and new ethical concerns about potential conflicts of interest between funders and the journalists they support.

The research team constructed a sample list for all three survey populations and all organizations on the list were invited to participate. The surveys do not represent the complete population of the foundations and grantmaking institutions that fund journalism and news media. They also do not represent all nonprofit journalism organizations or for-profit news media organizations in the United States. The precise size and scope of that universe is difficult to determine, but efforts were made to have as comprehensive and representative sample as possible.

For the three samples, we identified as many funders supporting journalism and leaders at nonprofit and for-profit news organizations as possible.

- To develop the sample for the funder survey, we created a database from a publicly available data map, Foundation Maps for Media Funding, developed by Candid and hosted by Media Impact Funders. To help confirm and further identify journalism funders, we also used ProPublica's NonProfit Explorer and reviewed annual reports and websites of nonprofit news sites that belong to INN because they ask members to publicly disclose donors giving more than $5,000. We also included top leaders at as many community foundations as possible to help learn about local funder engagement, if any, for journalism and news media.
- For the for-profit survey, we began with the recently updated database of for-profit news organizations in the United States at The University of North Carolina's Hussman School of Journalism and Media and the national database of community media at the Center for Community Media at the Craig Newmark Graduate School of Journalism. We refined the database by assembling lists of news organizations that had engaged with philanthropy from publicly available information at the API, Local Media Association, Journalism Funding Partners, LION Publishers, The Poynter Institute, The Lenfest Institute, and the John S. and James L. Knight Foundation. Several of the above organizations also responded to requests to urge their members to consider participation in the survey.
- For the survey of nonprofit news organizations and public radio stations, we assembled a database with the assistance of the Corporation for Public Broadcasting and INN. More than 400 nonprofit news organizations belong to INN, which has created community guidelines on donor disclosure and journalistic ethics. INN produces the INN Index, an annual survey that tracks trends about this growing sector, and this survey sought not to replicate questions. INN invited members to participate in this survey, and the survey was only sent to those INN members who agreed to participate.

Email invitations containing links to the appropriate online survey were sent, with multiple reminder follow-up emails. The surveys were conducted in English using Qualtrics XM, an online research software system. The analyses are based on unweighted data, and no margin of sampling error can be calculated because this was not a probability-based sample. The surveys were conducted from April 13 to July 21, 2023.

Survey invitations were sent by email to representatives at 563 private foundations, family foundations, community foundations, and other grant making institutions. A total of 156 funding organizations responded. Most results are based on the 129 funders who said yes to the screening question, "Does your organization make grants in support of journalism and news media?"

For nonprofit media organizations, including both NPR-affiliated public radio stations, 493 email invitations were sent, and representatives from 293 outlets responded.

Email invitations were sent to 540 for-profit news companies and 164 responded. Of those organizations, 138 were determined to be eligible for the study because they said in the last five years, they had received donations or other direct philanthropic giving, or had participated in philanthropic-funded training and leadership programs. Of those, 91% said they received direct charitable contributions.

It is possible that many of the funders chose not to respond because they do not give grants for journalism and news media organizations, and some news media outlets may not have responded because they have had no relationships with funders and foundations. No responses were dropped from the dataset due to poor data quality.

The report and complete toplines can be found at: https://mediaimpactfunders.org/our-work/reports/. For more information on the study, please contact Jennifer Preston at jepresto@gmail.com .

CONTRIBUTING RESEARCHERS

From NORC at the University of Chicago

Tom Rosenstiel, the Eleanor Merrill Scholar on the Future of Journalism, Merrill College of Journalism, University of Maryland and Senior Fellow, NORC Public Affairs and Media Research
Marjorie Connelly, Senior Fellow, NORC Public Affairs and Media Research
Betsy Broaddus, Research Associate, NORC Public Affairs and Media Research
Jennifer Benz, Vice President, NORC Public Affairs and Media Research
Sean Collins, Research Associate, NORC Public Affairs and Media Research

From Media Impact Funders

Jennifer Preston, Consultant
Nina Sachdev, Director of Communications
Vince Stehle, Executive Director

From The Lenfest Institute for Journalism

Amy L. Kovac-Ashley, Head of National Programs
Allison Vanyur, Program Manager

ABOUT MEDIA IMPACT FUNDERS
Media Impact Funders (MIF) is a national membership organization that advances the work of a broad range of funders committed to effective use and support of media in the public interest. Learn more at mediaimpactfunders.org.

ABOUT THE LENFEST INSTITUTE OF JOURNALISM
The Lenfest Institute for Journalism is a nonprofit organization whose sole mission is to develop sustainable solutions for local journalism. In addition to being the non-controlling parent organization of The Philadelphia Inquirer, The Institute supports journalism and news organizations serving local communities in Philadelphia and around the United States.

ABOUT NORC AT THE UNIVERSITY OF CHICAGO
NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions. Since 1941, NORC has conducted groundbreaking studies, created, and applied innovative methods and tools, and advanced principles of scientific integrity and collaboration. Today, government, corporate, and nonprofit clients around the world partner with NORC to transform increasingly complex information into useful knowledge. Please visit www.norc.org for more information.