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

Funders

Interviews: 4/13- 7/5/2023
156 organizations
129 organizations (funders) make grants in support of journalism or news media

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. How many years has your foundation or funding organization been in existence?

	All 4/13-7/5/2023	Funders 4/13-7/5/2023	API 2015*	API 2015* w/o no response
Less than 15 years	21	22	22	26
16-50 years	49	45	37	42
50-99 years	26	29	25	29
More than 100 years	4	2	3	3
Don't know/Not sure	-	-	*	*
No response	1	2	13	
N=	*156*	*129*	*76*	*66*

*Question read: How many years has your foundation been in existence? Without nonresponse

2. In what city and state is your organization's main headquarters located? City, State, Zip code.

	All 4/13-7/5/2023	Funders 4/13-7/5/2023
Northeast	26	29
New England	4	5
Mid-Atlantic	22	25
Midwest	**21**	**17**
East North Central	13	12
West North Central	8	5
South	21	20
South Atlantic	13	13
East South Central	3	2
West South Central	4	5
West	28	29
Mountain	6	5
Pacific	22	24
No response	3	3
N=	*156*	*129*

3. Which of the following best describes your organization?

	All 4/13-7/5/2023	Funders 4/13-7/5/2023	API 2015*	API 2015* w/o no response
Individual donor	1	2	5	6
Public charity	4	3	8	9
Private foundation	37	41	45	52
Community foundation or place-based funder	25	19	4	5
Family foundation	13	14	18	22
Corporate funder or foundation	3	2	3	3
Non-Profit Organization that distributes grants	6	6		
Pooled Fund or venture philanthropy model	4	5		
Other (please specify)	4	5	3	3
Don't know/Not sure	1	1	*	*
No response	3	3	14	
N=	*156*	*129*	*76*	*65*

Question read: Which of the following best describes your foundation?
Neither "Non-Profit Organization that distributes grants" nor "Pooled Fund or venture
philanthropy model" were possible responses.

4. Is your foundation's <u>overall</u> giving mostly:

	All 4/13-7/5/2023	Funders 4/13-7/5/2023	API 2015*	API 2015* w/o no response
Local, state, or regional	54	51	25	29
National	17	19	20	23
International	3	4	3	3
Several of the above	21	22	34	40
Other (please specify)	3	2	4	5
No response	3	2	14	
N=	*156*	*129*	*76*	*65*

Question read: Is your foundation's giving mostly:
Local and state/regional were separate possible responses.

5. Approximately, what was the total amount of your organization's grantmaking in 2022?

	All 4/13-7/5/2023	Funders 4/13-7/5/2023	API 2015*	API 2015* w/o no response
Less than $999,000	10	10	9	11
$1 million to $10 million	29	25	24	29
$11 million to $50 million	32	36	14	17
$51 million to $100 million	9	9	12	14
More than $100 million	17	19	21	25
Don't Know/Not sure	1	-	3	3
No response	2	2	17	
N=	*156*	*129*	*76*	*63*

*Question read. Approximately, what was the total amount of grant making by your foundation in the last calendar year?.

6. **IF Q3=COMMUNITY FOUNDATION OR PLACE-BASED FUNDER:** Has the quality of local journalism and public affairs coverage in the community that your organization funds gotten better, gotten worse or stayed the same during the last five years?

	All 4/13-7/5/2023	Funders 4/13-7/5/2023
Gotten better	21	33
Gotten worse	59	50
Stayed about the same	21	17
Don't know/Not sure	-	-
No response	-	-
N=	*39*	*24*

7. Which of the following statement best describes the local news environment in the community your organization primarily serves? The news environment we serve:

	All 4/13-7/5/2023	Funders 4/13-7/5/2023
Includes a variety of high-quality news outlets that invest heavily in local reporting	24	26
Includes some news outlets that regularly produce substantial local reporting	43	46
Features occasional quality local reporting but it's generally lacking in quantity and consistency	22	18
Is a "News desert" or nearly so.	5	5
Don't Know/not sure	3	3
No response	3	2
N=	*156*	*129*

8. Does your organization make grants to address concerns in any of the following categories?
   Select all that apply.

	All 4/13-7/5/2023	Funders 4/13-7/5/2023
Increasing civic engagement	66	71
Protecting democracy	47	53
Addressing political polarization	24	26
Counteracting the spread of misinformation and disinformation	39	47
Addressing systemic racism and racial inequality	70	73
Protecting or expanding voting rights	24	27
No response	-	-
N=	*156*	*129*

9. Does your organization make grants in support of journalism or news media?

	All 4/13-7/5/2023	Funders 4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	83	100	83	86
No	13	-	12	12
Don't know/Not Sure	4	-	1	1
No response	-	-	4	
N=	*156*	*129*	76	73

Question read. Does your foundation make grants to news or media organizations?

Following questions based only on Funders, those organizations that make grants in support of journalism or news media.

10. When did your organization first start making grants in support of journalism and news media?

	4/13-7/5/2023
Within the last year	5
Within the last 2 to 5 years	28
Within the last 5 to 10 years	20
More than 10 years ago	45
Don't know/Not sure	2
No response	1
N=	*129*

11. Last year, approximately what percentage of your organization's total funding went to journalism and news media grants?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Zero	6	2	2
1 percent to 10 percent	64	51	59
11 percent to 25 percent	9	17	20
26 percent to 50 percent	8	8	9
More than 50 percent	12	2	2
Don't Know/Not Sure	-	6	7
No response	2	14	
N=	*129*	*63*	*54*

*Question read. Approximately what percentage of your foundation's total funding went to media grants in the last calendar year?

12. **IF Q11 ne ZERO:** Last year, how many grants were distributed to journalism and news media grantees?

	4/13-7/5/2023
Less than 5	40
6-10	26
11-25	18
More than 25	13
Don't Know/Not sure	1
No response	2
N=	*119*

13. **IF Q11 ne ZERO:** Last year, what was the TYPICAL size of individual grants, investments or donations to journalism and news media grantees?

	4/13-7/5/2023
Less than $50,000	29
$50,000 to $99,999	25
$100,000 to $249,999	25
$250,000 to $499,999	7
$500,000 to $999,999	3
$1 million to $4.9 million	4
$5 million to $10 million	2
Greater than $10M	-
Don't know/Not sure	2
No response	3
N=	119

14. In the last five years, has the number of grants for journalism and news media in your organization increased, decreased, or stayed about the same?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Increased	59	41	47
Decreased	7	8	9
Stayed about the same	29	29	33
Don't know/Not sure	3	10	11
No response	2	13	
N=	*129*	*63*	*55*

*Question read. In the last 5 years, has the OVERALL NUMBER of media grants your foundation gives increased, decreased, or remained about the same?

15. Last year, what types of philanthropic support did your organization provide to journalism and news media grantees?
Select all that apply.

	4/13-7/5/2023
Grants for projects	77
Unrestricted grants	57
Program-related investments, such as loans	5
Direct charitable funding for activities, including training, fellowships, technical assistance, coaching, convenings, research.	47
Other (Please specify)	16
No response	-
N=	*129*

16. Has your funding of journalists working in collaborations with multiple news organizations and partners increased, decreased, or stayed the same?

	4/13-7/5/2023
Increased	50
Decreased	3
Stayed about the same	33
Don't know/Not sure	12
No response	2
N=	*129*

17. Does your organization mostly fund news outlets directly or does it mostly fund field-building organizations that provide resources to news outlets, such as the American Journalism Project, Institute for Nonprofit News and Report for America?

	4/13-7/5/2023
News outlets directly	47
Field building organizations	9
Both	36
Don't know/Not sure	5
No response	2
N=	*129*

18. Does your organization prefer to fund nonprofit or for-profit journalism and news media?

	4/13-7/5/2023
Non-profit	64
For-profit	2
Prefer a mix	12
Tax status doesn't matter	19
Don't Know/Not sure	2
No response	2
N=	*129*

19. In the last five years, has your organization provided sponsorships, Report For America fellows, or other philanthropic giving at a for-profit newspaper?

	4/13-7/5/2023
Yes	38
No	55
Don't Know/Not sure	5
No response	2
N=	*129*

20. In the last five years, has your organization's collaborations with other funders increased, decreased, or stayed about the same?

	4/13-7/5/2023
Increased	47
Decreased	2
Stayed about the same	40
Don't collaborate with other funders	6
Don't know/Not sure	3
No response	2
N=	*129*

21. Do you anticipate your organization's funding for journalism and news media will increase, decrease, or stay the same in the next five years?

	4/13-7/5/2023
Increased	52
Decreased	1
Stayed about the same	35
Don't know/Not sure	11
No response	2
N=	*129*

22. Before making a grant, does your organization consider:

4/13-7/5/2023 N=129	Yes	No	Don't know/ Not unsure	No response
The diversity of the grantee's team, board, and leadership	78	17	4	2
The demographic makeup of the audience and community that the grantee is serving	90	5	4	2

23. Does your organization support journalism and news media organizations that primarily focus on serving communities of color?

	4/13-7/5/2023
Yes	57
No	29
Don't Know/Not sure	11
No response	3
N=	*129*

24. **IF Q23=YES:** In the last five years, has your organization's funding for journalism and news media organizations that primarily focus on serving communities of color increased, decreased, or stayed about the same?

	4/13-7/5/2023
Increased	73
Decreased	-
Stayed about the same	25
Don't know/Not sure	3
No response	-
N=	*73*

25. **IF Q23=YES:** What communities of color are primarily being served by journalism and news media funded by your organization?
Select all that apply.

	4/13-7/5/2023
Asian American, East Asian, South Asian, or Southeast Asian	41
Black or African American	93
Hispanic or Latino/a/x	84
Native Hawaiian or other Pacific Islander	11
Middle Eastern or North African	18
Native American, indigenous, or Alaska Native	44
Other racial or ethnic group (Please specify)	3
No response	-
N=	*73*

26. Are any of the following groups the primary audience for any of your organization's grantees?
Select all that apply.

	4/13-7/5/2023
Women	29
LGBTQIA+	22
Low-income communities	56
Rural communities	38
Immigrants	36
None of the above	28
No response	-
N=	*129*

27. What was the approximate amount of grants and direct charitable activity dollars allocated for journalism and news media grantmaking each of the following years?

4/13-7/5/2023 N=129	Less than $100,000	$100,000 to $1 million	$1 million to $5 million	$5 million to $10 million	$10 million to $20 million	$20 million to $30 million	More than $30 million	Don't know/ Not sure	No response
2018	26	30	16	4	2	2	2	12	7
2019	26	29	18	4	2	2	2	11	7
2020	21	35	19	5	2	2	2	8	6
2021	18	35	25	3	4	3	2	6	5
2022	16	38	28	5	2	4	2	3	2

28. What expectations does your organization have about disclosure by your news media grantees about your funding?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
We require disclosure of our funding in specific ways, such as on the grantee's websites or in annual reports, as a condition of our grant	12	13	15
We require public disclosure of our funding but do not stipulate the form	9	14	17
We have no specific policy about what our news media grantees disclose about our funding beyond what the law requires	50	56	59
We don't require but ask for acknowledgement of the funding	16		
Other (please specify)	9	3	9
No response	3	14	
N=	*129*	*63*	*54*

*Question read: What is your foundation's policy about what you expect media grantees to disclose about your funding? "We don't require but ask for acknowledgement of the funding" was not an option.

29. When it comes to what your organization discloses about itself, to what extent do you publicly list the names and amounts of your news media grantmaking?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
We publicly disclose the names of all grantees and amounts given to them	57	79	91
We publicly disclose all grantees and amounts above $5,000	4		
We publicly disclose the names of all grantees but not the amounts	16	3	4
We publicly disclose only what is required by law	16	2	2
Other (please specify)	4	3	4
No response	3	13	
N=	*129*	*63*	*55*

*Question read: When it comes to what your foundation discloses about itself, to what ext list the names and amounts of your media grant making?

30. Do you fund news media projects using donor-advised funds?

	4/13-7/5/2023	API 2015	API 2015* w/o no response
Yes	21	19	22
No	65	60	69
Don't Know/Not sure	12	8	9
No response	2	13	
N=	*129*	*63*	*55*

31. **IF Q30=YES:** Does the fund identify the sources of its money (the organization, family or individual who made the contribution)?

	4/13-7/5/2023	API 2015	API 2015* w/o no response
Yes	52	11	58
No	11	21	8
Other (please specify)	30	6	33
Don't know/Not sure	7	81	
No response	-		
N=	*27*	*63*	*12*

32. On balance, how would you describe whether journalism grantees met your expectations in the last five years?

	4/13-7/5/2023
Our grantees exceeded our expectations.	31
Our grantees generally accomplished our expectations.	56
Our grantees have probably fallen short of our expectations.	5
Don't know/Not Sure	5
No response	2
N=	*129*

33. Does your organization currently make any of the following kinds of grants to journalism and news media organizations? *Select all that apply.*

4/13-7/5/2023 N=129	Yes	No	Don't know/ Not unsure	No response
Grants to help grantees fundraise and develop sustainability	53	36	3	7
Grants specifically to increase local journalism production	71	22	2	4
Grants specifically for local NPR-member stations or local PBS stations to increase local journalism resources	43	50	2	6
Grants for a particular type of journalism (such as investigative) without specifying topics or projects	55	36	5	5
Funding of journalism that addresses a specific topic or specific problems	74	20	2	3
Grants that help journalists increase community engagement	58	30	4	8
Grants to adopt new technologies	34	52	4	10
Grants to field-building organizations, such as The Institute for Nonprofit News, The Maynard Institute for Journalism Education, Report for America, Solutions Journalism Network, NewsMatch	43	46	3	8

34. **IF Q33=YES to any:** Has the funding increased, decreased, or stayed about the same for:

4/13-7/5/2023	Increased	Decreased	Stayed about the same	Don't know/ Not unsure	No response	*N=*
Grants to help grantees fundraise and develop sustainability	51	1	43	3	1	*69*
Grants specifically to increase local journalism production	52	3	40	3	1	*92*
Grants specifically for local NPR-member stations or local PBS stations to increase local journalism resources	24	7	65	4	-	*55*
Grants for a particular type of journalism (such as investigative) without specifying topics or projects	41	7	46	4	1	*71*
Funding of journalism that addresses a specific topic or specific problems	39	6	48	5	2	*96*
Grants that help journalists increase community engagement	44	4	47	4	1	*75*
Grants to adopt new technologies	48	5	43	5	-	*44*
Grants to field-building organizations, such as The Institute for Nonprofit News, The Maynard Institute for Journalism Education, Report for America, Solutions Journalism Network, NewsMatch	45	2	45	7	2	*56*

35. How many of your grants for journalism or news organizations are followed by additional grants to the same recipient?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
None	9		
Less than 10 percent	5	3	4
10 percent to 24 percent	2	5	6
25 percent to 50 percent	15	14	17
More than 50 percent	57	52	63
Don't know/Not sure	9	8	10
No response	2	17	
N=	*129*	*63*	*52*

*Question read: How many of your grants to news organizations are followed by additional grants to the same recipient?

36. Does your organization ever make grants to news media organizations or journalists on issues where you are also engaged in work such as trying to change policy or public perception or behavior on that issue?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	57	52	65
No	33	19	24
Don't know/Not sure	9	10	12
No response	2	19	
N=	*129*	*63*	*51*

*Question read: Does your foundation ever make grants to media on issues where you are also engaged in work such as trying to change policy or public behavior on that issue?

37. Recognizing there can be many factors in funding decisions, which of the following statements comes closer to describing the reason your organization funds media organizations?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
We fund journalism and news media to strengthen a free press and to educate the public regardless of the outcome of the reporting we fund.	45	43	44
We fund journalism and news media to have an impact and advance the larger strategic agenda of our foundation.	20	35	54
Both equally	20	2	2
Other (please specify)	10		
Don't know/Not sure	2		
No response	2	21	
N=	129	63	50

*Question read Recognizing there can be many factors in funding decisions, which of the following statements comes closer to describing the reason your foundation funds media organizations?

38. Please describe in a paragraph why you fund journalism and news media and how it fits your organization's mission.
Open end.

	4/13-7/5/2023
Journalism is key for a healthy community	16
Policy change/government accountability/civic participation/democracy	36
Increasing awareness of specific issues	20
Supporting specific communities/equity	14
Part of strategic plan/goals	11
Other	4
No response	19
N=	*129*

39. How important are each of the following possible factors in funding decisions?
Select all that apply.

4/13-7/5/2023 N=129	Extremely	Very	Somewhat	Not very	Not at all	Don't know/ Not unsure	No response
To address the crisis in trusted local news and information	38	31	16	5	2	-	9
To ensure a sustainable future for journalism	32	31	22	6	2	-	7
To ensure racial equity and inclusion in the production and availability of news and information for BIPOC and historically marginalized communities.	39	29	20	4	2	-	7
To ensure regular coverage of important topics that align with our mission, such as education, climate change, health inequities.	30	21	26	9	7	-	7
To fight the spread of misinformation and disinformation	27	32	28	7	-	-	6
To hold the powerful to account through rigorous, independent reporting.	27	26	27	9	4	-	8
To help promote civic engagement with trusted news and information.	43	38	9	2	2	-	6
To support news and information about science	10	11	29	28	15	-	8

40. Before journalistic content is produced, to what degree do you usually talk with grantees about what they are working on?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
We usually discuss what stories news media grantees are working on and the possible timing of those stories.	6	6	8
We usually discuss what problems the reporting might expose and the implications they might raise but not specific stories.	3	11	15
We usually talk about coverage areas but only in general terms.	19	21	27
We like to have a "heads up" when a news media grantee is about to produce a story we have underwritten but otherwise do not discuss the work ahead of time	2	10	13
We never talk with news media grantees about what they are working on before it appears.	45	25	33
Depends on the grantee or topic	13		
Other (please specify)	7	3	4
Don't know/Not sure	2		
No response	3	24	
N=	*129*	*63*	*48*

*Question read Before journalistic content is produced, to what degree do you usually talk with media grantees about what they are working on?

41. Whatever your discussions, how often, if at all, does your organization see journalistic content you have underwritten prior to publication?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Always	2	*	*
Usually	2	3	4
About half the time	1	*	*
Only sometimes	7	8	10
Very rarely	16	22	29
Never	64	40	52
Don't Know/Not sure	6	3	4
No response	2	24	
N=	*129*	*63*	*48*

*Question read Whatever your discussions, how often, it at all, does your foundation see journalistic content you have underwritten prior to publication?

42. **IF Q41 ne NEVER:** Which of the following comes closest to the comments you most often offer?

	4/13-7/5/2023
We do not offer news media grantees comments on journalistic content they've produced prior to publication unless we see a major problem or red flag	43
The nature of our review varies case by case	14
We expect a full editorial review	-
We offer general reactions but, as a matter of policy, never specific editorial suggestions	11
We make suggestions but we do not expect grantees to accept them all	9
Other (please specify)	17
Don't know/Not sure	6
No response	-
N=	*35*

43. **IF Q41 ne NEVER:** How often do you estimate grantees make editorial changes based on input from your organization, whatever its nature?

	4/13-7/5/2023
Almost always	9
Often	9
Half the time	14
Sometimes	20
Hardly ever	31
Never	14
Don't know/Not Sure	-
No response	3
N=	*35*

44. Does your organization have any written rules governing your organization's participation in content decisions made by news media grantees?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	12	2	3
No	64	57	90
Depends	1		
Other (please specify)	12	5	8
Don't know/Not sure	9		
No response	2	37	
N=	*129*	*63*	*40*

*Question read: Does your foundation have any written rules governing your organization's participation in content decisions made by media grantees? "Depends" was not an option

45. Does your organization require grantees to have written rules regarding the involvement of funders in content decisions, or regarding ethics or conflict of interest?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	13	10	15
No	65	52	80
Depends	2		
Other (please specify)	16	3	5
Don't know/Not sure	-		
No response	4	35	
N=	*129*	*63*	*41*

*Question read: Does your foundation require grantees to have written rules regarding the involvement of funders in content decisio
regarding ethics or conflict of interest? "Depends" was not an option

46. Does your organization typically ask media grantees to provide regular financial reporting during grant period about how the funds are being allocated?

	4/13-7/5/2023
Yes	59
No	33
Don't Know/Not sure	5
No response	3
N=	*129*

47. Has your organization ever funded a news media organization to produce an investigation into a particular problem or do specific series of stories?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	42	30	42
No	47	33	47
Don't Know/Not sure	8	8	11
No response	3	29	
N=	*129*	*63*	*45*

*Question read: Has your foundation ever funded a media organization to produce an investigation into a
particular problem or do specific series of stories?

48. **IF Q47=yes:** Does your organization discuss with grantees in advance what kinds of problems it expects the reporting to expose or conclusions to come to when your organization provides funding for investigations?

	4/13-7/5/2023	API 2015*	API 2015* w/o no response
Yes	7	10	32
No	69	16	47
Don't Know/Not sure	20	6	22
No response	4	68	
N=	*54*	*63*	*19*

*Question read: Have you discussed with grantees in advance what kinds of problems you expect the reporting to expose or conclusions you expect the reporting to come to when your organization has provided funding for investigations? Option "Other" included with Don't know/not sure

49. Where and how do you think major new philanthropic giving for journalism should be directed? *Open end*

	4/13-7/5/2023
News deserts	29
BIPOC-led media initiatives/increasing diversity in newsrooms	10
Investigative reporting	8
Boosting news literacy	4
Sustainability/capacity building	3
Combating misinformation	13
Protecting press freedom	2
Other	15
No response	27
N=	*129*

50. What do you think are obstacles to persuading more donors to invest in journalism and news media? *Open end*

	4/13-7/5/2023
Lack of understanding of the importance/impact of journalism	22
Concerns about sustainability of business models	22
Perception that journalism is a for-profit field	5
Political polarization	17
Lack of trust in media/fake news/social media	16
Other	1
No response	24
N=	*129*

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.

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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

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