

BUILDING A

NONPROFIT NEWS

MOVEMENT



Institute for
Nonprofit News



Without INN, there would be pockets of expertise and accomplishment, but nothing like the national movement we are seeing. Through INN, individual organizations get stronger but, most importantly, they become part of something bigger. INN helps us unleash our collective power. That is how we change the story of journalism from decline to rebirth.”

– Katherine Ann Rowlands, President of Bay City News and Founder of LocalNewsMatters.org

Photo: Alex Garcia, Block Club Chicago

TRUSTED NEWS

FOR EVERYONE

INN's vision is a news network that **brings all people in every community access to trusted news**. We are moving America from a crisis in journalism to a news ecosystem that supports an informed populace, holds power to account, and restores faith in democratic systems. *Nonprofit* newsrooms — rooted in community and original, consequential reporting — are essential to this future.

To realize systemic change, INN is inclusive by design. We bring together hundreds of newsrooms and thousands of journalists and news entrepreneurs — across geography, scale, editorial focus and stage of development — to build a news network united by great reporting and shared commitment to public trust and service.

Vulnerable alone, **we are unstoppable together.**

JOIN THE MOVEMENT

Contact

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Register



INN Days
June 8-9, 2023
inn.org/inn-days

ESTABLISHING A NEW FOUNDATION FOR THE FUTURE OF JOURNALISM

COLLECTIVE ACTION

INN facilitates collaboration among its members to fully realize the collective power of the network.

CAPACITY

INN offers a full suite of capacity building services so nonprofit newsrooms can grow, learn, and do their best work.

VALUES

INN helps nonprofit newsrooms meet high journalistic standards for financial transparency and editorial independence.

DOES INN'S STRATEGY WORK?

YES!

- ▶ Through network collaboration, INN is helping hundreds of mission-aligned newsrooms coalesce into a news network of **local impact, national scale and international consequence**. As a result, nonprofit journalism is solving the need for better local news and successful innovation while transcending the risks and limitations of many small, independent organizations.
- ▶ With 60 members added in 2022 alone, INN now unites more than **400 nonprofit newsrooms headquartered in more than 250 towns and cities across the country**. INN members employ over 3,000 journalists and are sustained by *more than \$500 million in annual revenue*.
- ▶ While many commercial news organizations struggle against economic headwinds, **more than 90% of INN nonprofit members survive their startup phase** and emerge ready to grow.
- ▶ NewsMatch, a groundbreaking collaborative funding initiative, has helped newsrooms **generate more than \$220 million** in community support, creating a new, distributed base of philanthropic support for public interest journalism.
- ▶ High quality, original reporting from INN's 400 members is **distributed through 7,000 media outlets** — including many for-profit partners — making their news available to millions.
- ▶ Our **good news goes beyond growth**. Staff at INN member organizations increasingly reflect the diversity of America. They report with depth on essential but frequently ignored topics and communities. These outlets thrive in urban centers, but also in smaller and more rural areas most threatened by spreading news deserts.



With their research, network and know-how, INN has its finger on the pulse of nonprofit news. No one understands the issues and trends better. They are the go-to experts at a time of rapid evolution and catalytic growth in the field.

– Rhiannon Meyers Collette, Director of Journalism, Arnold Ventures

AN IDEA BECOMES

A MOVEMENT

A 10-YEAR TRAJECTORY FOR NONPROFIT NEWS

INN has been on a rapid, unstoppable growth trajectory since its founding in 2009. This chart, reflecting INN's strategic plan, projects a 10-year horizon for nonprofit news that brings the field to a new level of possibility and impact by 2026.

