

# INN Days 2023

June 8-9, 2023 • Washington, D.C.

Where nonprofit news meets civic impact

## INN DAYS 2023

JUNE 8-9, 2023 • WASHINGTON, D.C.



bring together news leaders, journalism supporters and civic innovators under our theme “Where nonprofit news meets civic impact.”

## #INNDays



This year, INN will Together, we'll explore how nonprofit news organizations are expanding services, refining funding models and working collectively to achieve growth and better serve and reach their communities.

Join us in person to participate in practical skill-building sessions and future-forward conversations that advance our shared vision of building a sustainable and impactful nonprofit news ecosystem.

### Where nonprofit news meets civic impact

- Service & civic impact
- Audience & community reach
- Revenue growth & funding
- Leadership & work culture
- Collaborations & partnerships

## Venue Information

### Conference Location

George Washington University

University Student Center, Third Floor

800 21st Street, NW

Washington, D.C. 20052

[View on Map](#)



# Conference Agenda

\*All times are listed in US Eastern Time

## Wednesday, June 7

6 to 8 p.m.

### Reception

Hotel Hive

Join us for an evening of networking and celebration. Connect with fellow conference attendees, share insights and enjoy delicious food and drinks on the Hotel Hive rooftop.

Located at [Hotel Hive, 2224 F St NW, Washington, DC 20037](#)

Sponsored by Democracy Fund

## Thursday, June 8

8:00 a.m.

### Breakfast

9:00 a.m.

### Welcome

Main Stage

*Sue Cross, Institute for Nonprofit News*

### What's New about Local News?

#### Service & Civic Impact

It's no secret that local news is declining, but what new models are sprouting in its stead? We'll look at people in the nonprofit field and beyond who are taking different approaches to rebuilding local news with something new.

*Delano Massey, Axios* ▪ *Emily Sachar, The Daily Catch* ▪ *Nicolás Ríos, Documented*

Moderated by *Sean Rameswaram, Vox*

10:00 a.m.

### Break



10:15 a.m.

Breakouts

## Collaborative Fundraising Showcase

**Revenue Growth & Funding** ▪ **Collaborations & Partnerships**

This is a showcase of fundraising collectives that are building structures together and finding success around attracting major donors and large grants, building messaging campaigns and creating greater efficiencies along the way.

**Andrew Ramsammy**, *Local Media Association/Word In Black* ▪ **Melanie Plenda**, *Granite State News Collaborative* ▪ **Sonya Quick**, *CalMatters*

Moderated by **Stephanie Schenkel**, *Institute for Nonprofit News*

## Embedded: Duty of Care to Community-Based Reporters

**Service & Civic Impact** ▪ **Leadership & Work Culture**

This isn't parachute journalism. Instead, nonprofit newsrooms are building in-depth coverage with reporters who live in the same small communities where they work. Learn how leaders are prioritizing the safety and well-being of people who don't (or can't) pack up and leave town at the end of the day.

**Yukari Kane**, *Prison Journalism Project* ▪ **Laxmi Parthasarathy**, *Global Press* ▪ **Nina Misuraca Ignaczak**, *Planet Detroit* ▪ **TBD** - *Duty of Care*

Moderated by **Sara Shahriari**, *Institute for Nonprofit News*

## Lessons from Startups: What I Wish I'd Known When Starting Out

**Leadership & Work Culture** ▪ **Revenue Growth & Funding**

What are the major pitfalls a nonprofit news founder should avoid? What are the critical steps a startup needs to take? In this session, one founder unearths key lessons learned from two nonprofit news founders, LION, and the Google News Initiative.

**Irene McKisson**, *Arizona Luminaria* ▪ **Nissa Rhee**, *Borderless Magazine NFP* ▪ **Lisa Heyamoto**, *LION Publishers* ▪ **Tina Xiao**, *Google News Initiative*

Moderated by **Krystal Knapp**, *The Jersey Vindicator*

Sponsored by **Google News Initiative**

## Simple Strategies for Growing Your Audience

**Audience & Community Reach**

The Salt Lake Tribune has consistently expanded its audience with a sharp focus on strategies that can work for any newsroom. The session will share the playbook for how to rally everyone around simple content strategies and distribution tactics that make a difference.

*Lauren Gustus, Salt Lake Tribune*



11:15 a.m.

**Break**

11:30 a.m.

Breakouts

## **Building a Winning Republication Strategy**

### **Audience & Community Reach**

The public benefits from free news, but it creates issues for organizations investing in original reporting. This session will explore when to offer republication rights, take advantage of other INN members' reporting and create policies that bolster your position, authority and reach.

*Joel Abrams, The Conversation U.S. ▪ Dylan Smith, Tucson Sentinel*

## **Don't Be Afraid to Say Who You Are: How Strategic Rebranding Leads to Growth**

### **Audience & Community Reach ▪ Revenue Growth & Funding**

Charlottesville Tomorrow and Outlier Media recently completed rebranding efforts that led to record levels of giving for their organizations. They'll break down what led to the rebrand, the steps they took, and the ultimate outcomes (Hint! It's more than just a new logo).

*Michaux Hood, Charlottesville Tomorrow ▪ Candice Fortman, Outlier Media*

*Moderated by Courtney Lewis, Institute for Nonprofit News*

## **INN's 2023 Index: Key Updates on the Nonprofit News Sector's Revenue and DEI Trends**

### **Revenue Growth & Funding**

New data from the INN Index 2023 show how revenue across the nonprofit news sector expands to sustain more outlets and more staff. Learn about the latest trends, opportunities and challenges for nonprofit news in the years ahead. This session takes a deeper look at our sector's growth and the state of diversity, equity and inclusion.

*Emily Roseman, Institute for Nonprofit News*

## **Table Talk: Collaborations**

### **Collaborations & Partnerships**

Collaborations enable newsrooms to produce impactful journalism through shared resources, new funding opportunities and tools to reach new audiences. Join small group discussions to explore the different opportunities to work with one another to achieve greater impact.

*Facilitators: Allison Levine, Local Journalism Initiative of Delaware ▪ Sara Hebel, Open Campus ▪ Alana Rocha, Institute for Nonprofit News ▪ Lisa Gardner-Springer, Institute for Nonprofit News*



• **Scott Elliott**, Consultant • **Joshua Wise**, Public News Service • **Laura Frank**, Colorado News Collaborative • **Jenny Jacklin-Stratton**, CatchLight

12:30 p.m.

## Lunch

Pick up a grab-and-go lunch and join one of our **Brown Bag Sessions** — or find a seat and chat with other conference-goers.

### **Brown Bag: Build DEIB into Your Organization's DNA**

#### Leadership & Work Culture

Join Marla Jones-Newman, VP of People and Culture at Mother Jones, for a conversation on actionable and measurable ways you can build diversity, equity, inclusion and belonging into your organization. This session is for everyone committed to the practice of DEIB.

Hosted by **Marla Jones Newman**, Mother Jones • **Sara Shahriari**, Institute for Nonprofit News

### **Brown Bag: Investigative Reporting at the Local Level with the New York Times**

#### Collaborations & Partnerships

What makes a good local investigation? Join editors from The New York Times Local Investigations Fellowship to hear about their one-year fellowship for local journalists looking to tell investigative stories in their communities.

Hosted by **Sona Patel**, **Chris Davis** & **Dean Baquet**, The New York Times

Sponsored by New York Times

### **Brown Bag: Who's Telling the Story? A Conversation About Centering Diverse Voices**

#### Audience & Community Reach

Hosts Feet in 2 Worlds and Conecta Arizona invite you to talk about achievements and challenges to your make your newsrooms more reflective of the communities you serve. Together, newsrooms will share methods they've developed through outreach, hiring, mentorship and network building.

Hosted by **Maritza L. Félix**, Conecta Arizona • **John Rudolph** & **Quincy Surasmith**, Feet in 2 Worlds



2:00 p.m.

Breakouts

## Building Community Trust: Engagement Tools & Best Practices

### Audience & Community Reach

Making local reporting accessible and immediately useful to those it serves requires engagement beyond clicks. In this session, Resolve Philly and MLK50: Justice Through Journalism will share the tools and best practices they use to weave community engagement and listening into their reporting.

**Wendi Thomas**, *MLK50: Justice Through Journalism* • **Jingyao Yu**, *Resolve Philly*

Moderated by **Derrick Cain**, *Resolve Philly*

## Hyperlocal Nonprofit News: Insights, Alliances and Opportunities

### Leadership & Work Culture

East Lansing Info and Eden Prairie Local News convened hyperlocal newsrooms around long-term sustainability and serving communities more effectively. Come for best practices on journalistic impact, financial health and organizational resilience. Leave as an alliance to meet our unique challenges.

**Steve Schewe**, *Eden Prairie Local News* • **Alice Dreger**, *East Lansing Info (ELI)*

Moderated by **Bia Medious**, *Institute for Nonprofit News*

## Maximizing Revenue to Maximize Impact with Newstack

### Revenue Growth & Funding

Nonprofit publishers are faced with enormous challenges but perhaps none as great as building and maintaining a solid financial base. Learn how Newstack publishers are converting readers into loyal visitors and supporters by leveraging the platform's email, membership, donation and other tools.

**Kim Bode**, *Newstack / Automattic* • **Vandana Kumar**, *India Currents*, • **Irene McKisson**, *Arizona Luminaria* • **Norberto Santana**, *Voice of OC*

## Tearing Down Taboos: Rethinking Transparency and Power to Transform Newsrooms

### Leadership & Work Culture

Hear from nonprofit media leaders and thought partners that are rethinking and reinventing the traditional top-down, hierarchical approach of newsroom operations—everything from editorial processes to HR—to transform the policies and culture of their workplaces and give their staff more power and buy-in.



**Jean Friedman-Rudovsky**, *Resolve Philly* ▪ **Fareed Mostufi**, *Pulitzer Center on Crisis Reporting*  
+ **John Davidow**, *Bridge Media Partners*

Moderated by **Tara Francis Chan**, *The Appeal*

3:00 p.m.

### **Puppy Love Break**

Enjoy a special break with adorable puppies from a local shelter. What better way to relax and rejuvenate than hanging out with your new BFF (Best Furry Friend).

Sponsored by Reynolds Journalism Institute (RJI)

3:45 p.m.

Main Stage

### **How Spanish-Language News Can Impact Civic Engagement**

#### **Service & Civic Impact**

Can community-centered media reduce misinformation and boost civic engagement in Spanish-speaking communities? Hear what a political scientist and three Spanish-language nonprofit news outlets discovered about the connection between business models, innovation and the impact of local media.

**Angelica Santibanez-Mendez**, *Enlace Latino NC* ▪ **Madeleine Bair**, *El Tímpano* ▪ **Maritza L. Félix**, *Conecta Arizona* ▪ **Yamil Velez**, *Columbia University*

#### **Close**

**Courtney Lewis**, *Institute for Nonprofit News*

## **Friday, June 9**

8:00 a.m.

### **Breakfast**





9:00 a.m.

Main Stage

## Opening Address

*Marcia Parker, New York Times & INN Board Chair*

## Talking about News that Binds: James Fallows, Wendi Thomas and Robert Moore

### Service & Civic Impact

When the national narrative of political divides filters down to the local level, what is a news outlet to do? Author James Fallows will lead news publishers in a conversation about how local news can bind—rather than separate—people of different political persuasions.

*Robert Moore, El Paso Matters* ▪ *Wendi Thomas, MLK50: Justice Through Journalism*  
Moderated by *James Fallows, Breaking the News (Substack)*

10:00 a.m.

## Break

10:15 a.m.

Breakouts

## Advocating for Public Policy at the State Level: A New Funding Approach for Local News

### Service & Civic Impact ▪ Revenue Growth & Funding

Learn how to support legislative efforts in your state and help to promote long-term sustainability and accessibility of quality local journalism. Panelists will share various approaches, demystify policy-making mechanisms and discuss the role advocacy can play in bolstering local news ecosystems.

*Ginny Badanes, Microsoft* ▪ *Steven Waldman, Rebuild Local News* ▪ *Jim Malewitz, Wisconsin Watch*

Sponsored by Microsoft

## Bringing the Big Picture on Audience Into Focus

### Audience & Community Reach

What happens when you can finally see the big picture of your organization's relationship with its audience? From newsletters to events and donations, a modest investment showed Science Friday how its many audience touchpoints connect to build meaningful relationships and forward its mission.

*Ariel Zych, Science Friday* ▪ *Caitlin Lee,*



## Continuing Coverage after the Collaboration Ends

### Audience & Community Reach ▪ Collaborations & Partnerships

Hear from a few of the newsrooms within the Rural News Network who continue to follow the storylines that originated in an INN editorial collaboration — why they do it, how and the results.

*Trip Jennings, New Mexico In Depth ▪ Donna Ladd, Mississippi Free Press ▪ Courtney Teague, Honolulu Civil Beat*

Moderated by *Alana Rocha, Institute for Nonprofit News*

## Why Metrics Matter & How to Set Your Fundraising Goals

### Revenue Growth & Funding

In this hands-on workshop, the News Revenue Hub team will teach you how to utilize key metrics to set effective fundraising targets and guide you through establishing relevant fundraising goals for your organization.

*Abbey Gingras & Will Warren, News Revenue Hub*

11:15 a.m.

**Break**

11:30 a.m.

Main Stage

## Strategies, Visions & Opportunities for Funding Nonprofit News

### Revenue Growth & Funding

Hear from nonprofit news funders and philanthropic leaders on different strategies for investing in nonprofit journalism. Through engaging discussions, they will articulate the vision for their approach and provide valuable insight about what they see as needed for building a more robust funding ecosystem for news.

*Karen Rundlet, Knight Foundation ▪ Sarabeth Berman, American Journalism Project ▪ Tyler Tokarczyk, Inasmuch Foundation ▪ Kina Collins, Democratizing Philanthropy Project*

Moderated by *Courtney Lewis, Institute for Nonprofit News*

## Close

*Jonathan Kealing, Institute for Nonprofit News*



12:30 p.m.

### **Lunch & Cupcake Social**

Stick around after enjoying a grab-and-go lunch to mingle over cupcakes.

### **Brown Bag: INN Member Pods**

#### **Collaborations & Partnerships ▪ Leadership & Work Culture**

Grab some lunch with the folks working at outlets most similar to yours! INN leveraged our Index data to identify 12 distinct nonprofit news groups, or “pods” — from startup hyperlocals to well-established national organizations. Meet up with your pod and swap your latest successes, challenges and strategies. Information on how to identify your Pod at this lunch will be provided via email Friday morning.