



NORTH STAR VISION

All Coloradans have access to high-quality local news and information that they trust and use to learn about important issues facing their families, local communities, and the state, engage with their community, and participate in democracy.

LONG -TERM GOAL

Colorado has a resilient, equitable, sustainable, collaborative, inclusive, and responsive local news and civic information ecosystem that serves the public.

CORE VALUES & PRINCIPLES

Strategic Impact

Equity & Inclusion

Adaptability & Responsiveness

Nonpartisanship & Independence

Transparency

Collaboration

2025 - 2027 STRATEGIC PRIORITIES

Equity and Inclusion

Greater equity and inclusion in how Colorado's local news and information ecosystem engages with and serves communities of color, linguistically diverse communities, rural communities, and other historically marginalized communities.

Trusted Local News & Information

Greater access to high-quality fact-based, nonpartisan local news and information on a range of important issues, providing Coloradans with critical information they want, trust, and need to engage in their communities, civic life, and democracy.

Sustainability and Efficiency

Stronger investment in independent, nonpartisan sources of local news and information by philanthropy, public funding sources, and news consumers – and more solutions that support efficient and sustainable community journalism, public data and information at the local level.

OUTCOMES

Stronger News & Civic Information Providers

- More newsrooms & civic information providers implement practices that strengthen equity, inclusion, resilience, and representation in operations, culture, and staffing.
- Newsrooms & civic information providers are better able to collaborate, innovate, and grow in ways that contribute to their long-term sustainability and efficiency, strengthening access among under-served communities.
- Newsrooms & civic information providers have resources to expand relevant local coverage, identify community solutions, and support civic participation.
- A diverse talent pipeline provides more supported professionals, leaders, and information providers for the ecosystem, with enhanced safety and support.

More Engaged Communities

- News & civic information providers develop more trusting and equitable relationships with the diverse communities they serve.
- Communities – particularly those historically underrepresented or misrepresented – have more influence in setting news agendas, shaping stories, and informing ecosystem strengthening efforts.

More Robust Ecosystem Support

- Funders strengthen their knowledge and understanding of local news and effective grantmaking strategies, including multi-year support.
- More funders collaborate and coordinate resources (pooled and aligned) to provide strategic support to Colorado's local news and civic information ecosystem.
- Key stakeholders work together to explore and advance policy solutions, shared efficiencies, and sustainable revenue streams.
- More newsrooms grow their ability to raise funds from diverse sources, including individual contributions and community support.

KEY ACTIVITIES

Colorado Media Project pursues its strategies through activities such as:

- **Strategic Grantmaking:** Designing and managing pooled funds and open calls; acting as an intermediary for regranting; providing catalytic support for sustainability, innovation, equity, resilience, workforce development, and collaborative projects. Leveraging Press Forward local chapter status to inform local grantmaking strategy, attract aligned funding, coordinate with national opportunities, and share local insights nationally.
- **Convening & Connecting:** Facilitating funder collaboration (Funder Table); convening cross-sector working groups and stakeholders; leveraging local/national networks to connect partners and pilot innovations;

providing philanthropic advising and facilitating direct funding connections.

- **Ecosystem Support & Coordination:** Supporting key infrastructure (like Colorado News Collaborative or the Ecosystem Builders Network); facilitating partnerships ; helping define roles and address gaps.
- **Research, Learning & Policy:** Commissioning relevant research; distilling and sharing actionable learnings and best practices; engaging and educating funders; coordinating and supporting public policy advocacy efforts.