

RUN University – June 2nd, 2025



PMCC
Public Media Content Collective

**GREATER
PUBLIC**



CITY SQUARE
ASSOCIATES



Fundraising Week

Fundable Ideas and Funding Strategy

Example Scenario: Building a Case to Fund Local Journalism

*You have always known your station serves vital community needs—and now you have the data to prove it that you can share with potential funders. The recent comprehensive national RUN research provides powerful evidence of exactly what the public is seeking in news, music, community information and more – revealing significant gaps that public media is uniquely positioned to fill. **What follows is a sample one-pager that translates the compelling research into a practical fundraising tool for your use at your station.** It brings together national survey findings and local data with space for your unique programming plans and funding goals. By adapting this template for your market, you'll have a concise document with hard data that demonstrates the real community need for expanded public media services, giving major donors and foundations concrete evidence of why their investment in your station is more critical than ever. **PLEASE NOTE that the data in this example is sample data only. You would need to curate the relevant data for your own pitch based on your local situation.***

The Situation

Your organization, ABCD Public Media, is based in a diverse and unique area, and you've witnessed local journalism start to vanish over the last 5 years. In 2020, there were nearly 1,000 local reporters in the state; today there are less than 600.

Approximately 58% of the state's counties, or 55 counties, have two or fewer full-time, local journalists based there. This means that more than 40,000 people in the state live in counties where there is no local journalist based in their county seat and, thus, no reporting on the local decisions made in their county.

There are "news deserts" in ABCD Public Media's coverage area, indicating that 35% of the state's population has no access to local news today.

**News Deserts in ABCD Public
Media's Coverage Area**



- 0 to 1 local news sources
- 2 to 5 local news sources
- 6 to 10 local news sources
- 11 or more local news sources

The Need

In a recent nation-wide study conducted by City Square Associates, you've learned the following things about news preferences in your area.

- ▶ **47% of respondents in the state** are both interested in and wish there was more news in the form of **in-depth investigative journalism**. This was **12% higher than the national average**.
- ▶ Your state has a healthy mix of rural and urban areas. Across the country, respondents in rural areas were **6% more likely** to want more news about **things happening in their city, town, or neighborhood**.
- ▶ Respondents in your area **wanted more news about the climate and the environment**. **Nationally, 15% of respondents** seek out this kind of news and wish there were more of it out there **compared to 20% of respondents in your state**.

Example Scenario: Building a Case to Fund Local Journalism

“A mass extinction of local newspapers and local radio news occurred over the last twenty years. In many jurisdictions today, no investigative reporters are making document requests, combing over disclosures and filings, and reporting what their sleuthing turns up. Advertiser-financed local newsrooms have disappeared, leaving thousands of communities without any private, locally-financed news sources.”

Swerdlow, Michael. The Public's Media: The Case for a Democratically Funded and Locally Rooted News Media in an Era of Newsroom Closures. Center for Study of Responsive Law, 2024. <https://csrl.org/2024/09/19/the-publics-media/>

ABCD Public Media's Plan

To address the unmet needs uncovered in RUN 2024 that specifically apply to your area, ABCD Public Media plans to do the following:

- ▷ **Establish editorial and investigative partnerships with local news organizations to reach new audiences and collaborate on reporting.** Depending on your location, these could include local organizations like the *Omaha World-Herald* out of Nebraska, the *Pennsylvania Capital Star* out of Pennsylvania, *Indian Country Today* out of Alaska, or *The State Journal* out of Kentucky.
- ▷ **Expand the capacity of our local newsroom.** ABCD Public Media's local newsroom currently has 13 reporters, editors, and producers. We plan add 2 more local reporters: one to focus on state and local government issues and a second to report on both environmental issues as well as climate change and its impact on our state and agriculture.
- ▷ **Round out our platform presence.** We will add a multi-platform editor to ensure that content is packaged for all audiences and accessible on all platforms. These include YouTube, TikTok, Instagram, and Spotify.

Fundraising Goal: \$350,00

To build out and sustain this local journalism team, ABCD Public Media must raise \$350,000 over 2 years. This will support the addition of staff and operational funding while we build a broad level of support for this work that will sustain it into the future.

The National Dashboard

The RUN 2024 National Dashboard is an interactive tool available to all SRG, PMCC, and Greater Public members. The dashboard contains all data collected in the national online survey, and users are able to investigate the data how they see fit by comparing relevant subgroups, including generational, geographic, psychographic, behavioral, and more.

How can I use the dashboard to learn about my audience?

You can get the most out of the dashboard by asking questions relevant to specific initiatives, potential content, or audience engagement opportunities that your station is thinking of launching. *These might include...*

What formats do Gen Z'ers go to for their news?

What music genres are most popular with people in urban areas of the South East?

How do news preferences differ among high and low income respondents in my area?

If we made a podcast about local music, who would want to listen?

Which news topics is there the greatest need for among politically liberal women living in Texas?

Do Gen X'ers in my area want more interviews with local musicians?

**Need dashboard access? Reach out to
rundashboard@citysquareassociates.com**

Coming up next at RUN University

Over the course of June, City Square Associates will host the following webinars to discuss the findings from RUN 2024. Webinars are presentations followed by Q&A. No attendance cap.

Fundraising Week

Fundable Ideas and Funding Strategy

June 2nd

2:00pm ET - 3:00pm ET

Marketing Week

Telling our Story, Reach People Where They Are

June 9th

2:00pm ET - 3:00pm ET

Music Week

Using Music to Build Community and Uplift Audiences

June 16th

2:00pm ET - 3:00pm ET

News Week

Content and Audience Development in the News Space

June 23rd

2:00pm ET - 3:00pm ET