

**Funding Your Newsroom
From Non-Traditional Sources**
America's Newspapers Newspapers.Org

**Fraser Nelson, The Salt Lake Tribune
John Hinds, News Media Canada
Jennifer Preston, Knight Foundation**

Chicago, IL | Oct. 8, 2010

2017 PULITZER PRIZE WINNER

The Salt Lake Tribune

A national model for
sustaining local journalism

America's Newspapers | Oct. 8, 2019

Our vision

Create the local journalism of the future

Our goal is to develop and share a model that can sustain local legacy journalism for generations to come.

The Salt Lake Tribune is a trusted news organization that is led by the community, serves the community, and is supported financially by the community.

Our mission is to empower our readers, create community conversations, give voice to the voiceless and positively impact the lives of all Utahns



Our team

Business, news and nonprofit expertise

Paul C. Huntsman, Owner and Publisher of The Salt Lake Tribune

- Leadership in industrial, financial and investment services companies
- Served on several nonprofit boards, including his family's foundation.

Jennifer Napier-Pearce, Editor

- Award winning journalist
- Experience with public radio

Fraser Nelson, Vice President, Business Innovation

- Joined in March of 2019 to spearhead this effort
- Led nonprofits, community foundation, and social innovation efforts

Our innovation

The first nonprofit legacy news organization



Convert The Tribune to a 501(c)(3) nonprofit organization

REVENUE:

- + Digital and print subscriptions
- + Membership / donations
- + Foundation grants
- + Sponsorships
- + Fee for service contracts
- + Events
- + Advertising revenue

USES:

- + Operations
- + Innovations in community reporting
- + Community engagement
- + Special projects
- + Investigative journalism
- + Educational activities



Establish the Utah Journalism Foundation

REVENUE:

- + Major gifts from individuals & foundations
- + Planned giving
- + Investment of the corpus

USES:

- + Ensure long term future of The Tribune
- + Support local journalism especially underserved communities / regions
- + Invest in the next generation of journalists
- + Educational activities

Community - driven & supported



LLC, one owner

Board of Directors
Community ownership



Recent Developments in Canada

John Hinds,
President and CEO, News Media Canada

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2018 Budget Announcements

- Journalism Tax Credit
- Charitable Status for News Media
- Personal Tax Credit for Digital Subscriptions
- Local Journalism Initiative

1. Journalism Tax Credit

25% refundable tax credit for Journalist salaries:

- Maximum salary of \$55,000
- Maximum credit is \$13,750
- Full-time journalist – minimum 26 hours per week

Eligible news media organizations:

- Employ two full-time, arm's-length journalists engaged in the production of news content
- Regulated broadcasters are not eligible

2. Charitable Status for News Media

- Individuals and corporations may claim the charitable donation tax credit for donations to qualified news media organizations.
- News media organizations to be added as a new category of “Qualified Donee”
- Effective January 2020

3. Personal Tax Credit | Digital Subscriptions

- Individuals may claim 15% non-refundable tax credit for digital news subscriptions
- Maximum of \$500 in costs may be claimed, for a maximum \$75 credit
- Credit begins January 2020 for five years

4. Local Journalism Initiative

- Addressing news poverty in Canada
- \$50 million over 5 years to support civic journalism
- Seven organizations provided with funding
- Definition of underserved communities by geography (news desert) and by subject (areas of news poverty)
- News Media Canada receiving \$7.2 million/year
- Will place up to 100 reporters with existing media outlets
- Content is available to host media and at the same time to all news organizations

For More Information

- Charitable status and tax credits: www.newsmediacanada.ca/tag/support-journalism/
- Local Journalism Initiative: www.newsmediacanada.ca/lji

BUILDING A FUTURE FOR LOCAL NEWS

JOHN S. AND JAMES L. KNIGHT FOUNDATION
KF.ORG

JENNIFER PRESTON, Vice President, Journalism
JOHN S. and JAMES L. KNIGHT FOUNDATION

[@jenniferpreston](#)

[KF.org/LocalNews](https://kf.org/LocalNews)

America's Newspapers, Chicago, IL

Oct. 8, 2019

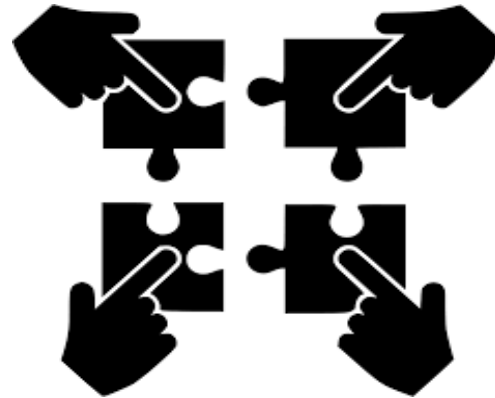
KNIGHT JOURNALISM AND DEMOCRACY INITIATIVE

- **\$300 million investment over five years**
- **Focus on strengthening local news: commercial, nonprofit, new models.**
- **Support scalable organizations and local collaborations**

KNIGHT'S APPROACH



Sustainability:
Accelerate
transformation
Nonprofit
news & new
models



Collaboration
to increase
impact



Trust,
Diversity,
Community
Engagement

TABLE STAKES: Accelerating Transformation

Since 2015, Knight has invested at least \$6 million to support more than 70 mostly commercial, local news organizations: Our partners include:

- **BetterNews.org**
- **Lenfest Institute and American Press Institute**
- **Poynter**
- **University of North Carolina, Temple University**
- **Arizona State University**
- **What's Next?**
- **Next Generation | Family-owned Newspapers**
- **America's Newspapers**

First Amendment

The Knight First Amendment Institute, Columbia University

- \$25M Investment with goal to raise \$50M Endowment

The Reporters Committee Freedom of the Press

- \$10M to increase \$15M pool for Local Legal Assistance with goal to raise \$25M Endowment.

COLLABORATIVE REPORTING RESOURCES:

SOLUTIONS
JOURNALISM
NETWORK

REPORT
FOR AMERICA

PROPUBLICA

Reveal

from The Center for Investigative Reporting

What resources are available to your news organization? [Kf.org/localnews](https://kf.org/localnews)

[Knight - Lenfest Local News Transformation Fund](#)

[American Press Institute](#)

[BetterNews.Org](#)

[Report for America](#)

[ProPublica Local Reporting](#)

[Maynard Institute](#)

[Solutions Journalism Network](#)

[Gather](#)

[Resolve Philadelphia](#)

What resources are available to your news organization? [KF.org/LocalNews](https://www.kf.org/LocalNews)

[Reporters Committee for Freedom of the Press](#)

[UNC Center for Innovation and Sustainability in Local Media](#)

[Poynter Institute /Table Stakes](#)

[Reveal](#)

[Knight Commission on Trust, Media and Democracy](#)

[TABLE STAKES - The Book](#)

PHILANTHROPIC OPTIONS FOR NEWSPAPER OWNERS: A PRACTICAL GUIDE

<https://www.knightfoundation.org/reports/philanthropic-option-for-newspaper-owners-a-practical-guide>