



BAY CITY NEWS FOUNDATION



2022 IMPACT REPORT

THANK YOU FOR MAKING LOCAL NEWS A PRIORITY

Your support — whether through donations, partnerships or encouragement — has not only meant sustainability for Bay City News but also remarkable growth.

As this report shows, our hybrid model works. Combining our legacy newswire, whose roots stretch back to 1979, with a new public-service nonprofit arm has resulted in a huge transformation in just five years. We have more reporters, editors and photographers, more stories, more partners, more readers, more revenue for the work and our platforms — and more impact.

We expanded our geographic footprint to now serve 12 counties and nearly 9 million readers. We created a robust, free website at LocalNewsMatters.org with a growing readership of around 120k unique monthly visitors who are looking for context, data and solutions to the region's problems. Government accountability and civic engagement are steeped into everything we do, including five topical hubs to get critical information to our readers. We distribute meaningful weekly newsletters about local trends and arts and culture coverage, with stories not found elsewhere. This focus on filling news gaps around the region has attracted support from individuals, institutions and community partners who not only endorse our high-quality coverage but want to see more of it, building our donation and grant base from \$0 to \$450,000 annually.

Our paid internship program provided practical and transformative experiences for 35 emerging journalists so far, including 10 in the summer of 2022 who produced in-depth capstone projects with audio, data and narrative feature writing. We expanded benefits and increased base salaries for our expanded staff to reward their hard work. And with the combination of our newswire subscriptions and a new focus on philanthropy, we have grown our combined company and nonprofit budget by 50 percent.

What's next? We will continue to grow our staff, coverage, audience and impact by publishing trustworthy and actionable information that can improve our communities. [Bay City News Foundation](#), the 501(c)(3) nonprofit that fuels this work, is fortunate to have the support of a growing network of donors. They see our potential for meeting information needs of the San Francisco Bay Area — a fascinating, complex and innovative place, full of diverse people, institutions and stories. If you join them, we can hire even more journalists who reflect the communities they serve, from the urban areas of Oakland, San Francisco and San Jose to the suburban areas like Concord, Vallejo and Redwood City to more rural areas like Salinas, Napa and Brentwood.

A nonprofit newsroom creating original, enterprise journalism combined with an affiliated newswire for breaking news and distribution to other media is a powerful combination. Thank you for helping with our success and propelling us forward. We are just getting started.

With gratitude,



Katherine Ann Rowlands
Founder and Executive Director, Bay City News Foundation

MISSION & VALUES

WE LIVE BY OUR VALUES

- The company and nonprofit are woman-owned and run.
- More than half our board and staff are women, including in leadership positions.
- A third of our board, staff and contractors are people of color.
- Our internship program targets women and people of color.
- We value diversity, equity and inclusion in our reporting.



REPORTING

We fill geographical and topical gaps left by legacy media with reporters, photographers, data journalists and editors.

PARTNERSHIPS

We partner with local, regional and national media organizations and community groups to amplify our work.

MISSION

Bay City News Foundation serves the San Francisco Bay Area and is backed by charitable donations from contributors who care about local news, a free press, democratic values and an informed citizenry. We target geographic and topical news deserts. We collaborate with other media. We experiment with technology. We work with journalism schools to train the next generation of journalists.

TECHNOLOGY

We expand our ability to gather, visualize and distribute news using data, AI and other tools.

MENTORSHIP

We mentor the next generation of journalists with paid internships and training to distinguish their portfolios.

A HYBRID MODEL



BAY CITY NEWS

WIRE SERVICE

- For profit
- Restricted to clients
- Subscription wire service
- Clients include media & government agencies

- Internships
- Impact-oriented publishing
- Collaborations
- Technology

FOUNDATION

- 501(c)(3) nonprofit
- Data, enterprise, public service reporting
- Content freely available
- Partnerships with other nonprofits



OUR REACH

SERVING THE BAY AREA

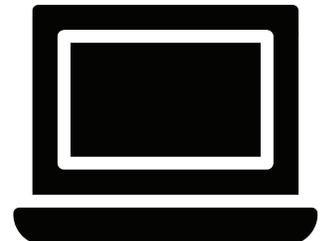
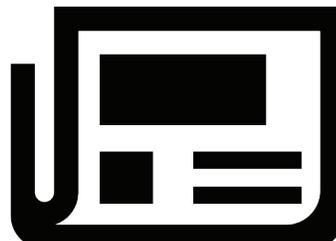
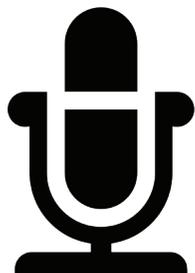
We reach 9 million people in 12 Bay Area counties through our free public-service website LocalNewsMatters.org, and through distribution to 100 clients of the affiliated Bay City News wire service, including most major news organizations.



For our readers and media partners, we have expanded our geographic footprint to now serve 12 counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma plus San Joaquin, Monterey and Santa Cruz).

Our reports cover the urban areas of Oakland, San Francisco and San Jose to the suburban areas like Concord, Vallejo and Redwood City to more rural areas near communities like Salinas, Napa and Stockton.

Our work has direct relevance to our engaged audience at LocalNewsMatters.org and huge impact with amplification to the greater Bay Area via our media clients and partners. With broadcast, print and digital republication, our stories have the potential to reach as many as 9 million people.



PUBLIC SERVICE JOURNALISM

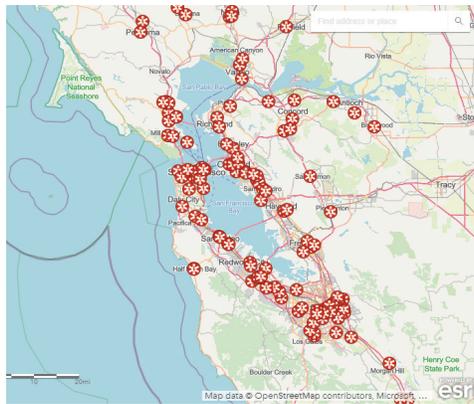
PROVIDING KEY RESOURCES

Bay Area residents need quick and easy access to information that affects their lives. That's why we created a series of information hubs so that no matter where you live or work you can find critical information about COVID-19, emergency resources in case of fire or earthquakes, community resources such as libraries, and specific resources around aging and civic engagement.

AGING IN THE BAY AREA



COVID-19 PANDEMIC



CIVIC ENGAGEMENT



NEW THIS YEAR: STOCKTON'S UNTOLD STORIES

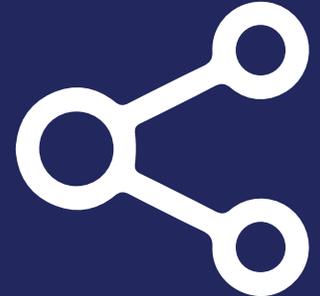
Stockton is one of the most racially diverse large cities in America, with a wealth of untold stories on issues that matter most to residents like housing, education, and the changing economy. With support from Report for America and Catchlight, we have a dedicated reporter and photographer committed to covering Stockton and greater San Joaquin County for the long haul. We partnered with the Starling Lab for Data Integrity to advance authentication tools for photojournalism, underscoring the importance of accuracy and combating misinformation and disinformation in this region.



PARTNERSHIPS

EXTENDING OUR IMPACT

We partner with local, regional and national organizations to tell important stories, give voice to marginalized communities and amplify impactful reporting about the Bay Area. We foster a culture of constant learning for our staff through training in technology with support from Microsoft; solutions, data and enterprise journalism on topics like the pandemic, aging and climate change; and opportunities to work with innovative national partners like the Poynter Institute, ProPublica, Solutions Journalism Network and Report for America.



EQUITY RIPPLES

BCN partners with the San Francisco Foundation, PolicyLink and the Equity Research Institute to amplify the Bay Area Equity Atlas. We report on solutions to make the Bay Area more equitable for all, with coverage on census counts, affordable housing, demographic shifts, and political representation.

BAY AREA NEWS COLLECTIVE

Bloom Labs collaborated with seven organizations, including Bay City News, to assess the geographic diversity and density of news in the Bay Area region.

The Bay Area News Collective used geotagging tools and location analytics to leverage insights and serve underrepresented communities.

OUR CONTENT PARTNERS:



INTERNSHIPS & MENTORING

SUPPORTING THE NEXT GENERATION

We support the next generation of journalists from underrepresented communities by creating viable career pathways through paid internships and training. We know that young journalists from underrepresented communities have the drive and talent to succeed in the professional world, but often lack resources and opportunities. Recent studies show that the demographics of professional newsrooms skew heavily white and male in an increasingly diverse America. Our newsroom is different. We value diversity, equity and inclusion in our reporting, and our internship program specifically recruits women and people of color.



“I really appreciated the variety of opportunities I was offered at BCN. Doing daily news trained me to write quickly and accurately and helped me gain a more comprehensive knowledge of the Bay Area. And working on longer projects taught me how to communicate with sources and pushed me to keep polishing the structure of a story.”

MENGYUAN DONG

“I feel much more confident as a journalist after being required to conduct scores of interviews, produce copy on short deadlines, and have answers to questions when asked by editors to clarify or follow up on something. I was proud of my capstone article for its depth of research, use of freedom of information laws and source development.”

THOMAS HUGHES

“I’ve never done such fast-paced breaking news before. I feel so much more confident working on tight deadlines and writing accessible pieces for broad audiences. Perhaps what I most loved about working at BCN is that I was given the opportunity to pursue ambitious projects without hearing ‘no’ or ‘you can’t do that as an intern.’”

RYA JETHA

SPECIAL PROJECTS

UPLIFTING DIVERSITY

We recognize a special civic responsibility as journalists in our community and believe in diversity, equity, and inclusion. We support special projects that embody these values, such as [Women Do News](#), a volunteer-run effort to increase and improve the representation of women journalists in Wikipedia.

WOMEN DO NEWS



WHAT WE DO

[Women Do News](#) is a volunteer-led, fiscally-sponsored project of Bay City News Foundation. We work to raise the visibility of women journalists by increasing the quantity and enhancing the quality of their Wikipedia entries.

WHY IT MATTERS

Visibility on Wikipedia is paramount in driving gender parity in journalism leadership. Presently, fewer than 20% of Wikipedia biographies are females and this imbalance extends to women in journalism. This leads to issues related to safety, credibility, recognition, and income.

The Women Do News project grew out of a 2019 cohort of journalists participating in Take The Lead, a leadership training program co-founded by Gloria Feldt. Since its formation in 2020, Women Do News has evolved to partner with other allies at universities and journalism groups to identify worthy women journalists for biographies, train editors, and add Wikipedia entries to even the playing field on this important platform

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OUR SUPPORTERS

SUPPORTERS OF OUR WORK

Bay City News Foundation is grateful to our partners and institutional funders who have helped us grow and do impactful work. They include:



Hogan-Newton Fund of the Miami Foundation

SUPPORT BAY AREA NEWS

HELP TO STRENGTHEN OUR IMPACT

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CONNECTED

Subscribe to our weekly newsletters about Local News and Arts & Culture in the Bay Area.

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ONLINE

Make your secure contribution online now to support this work.

DONATE
BY CHECK

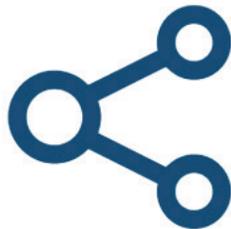
Checks can be mailed to:
Bay City News Foundation
900 Hilldale Avenue,
Berkeley, CA 94708

THANK YOU FOR YOUR SUPPORT

Your donations allow us to pay journalists to cover local news that matters in the Bay Area. Bay City News Foundation is a registered 501(c)(3) tax-exempt organization, Federal Tax ID #83-0654488. Your gift is tax-deductible to the extent allowed by law. Your support goes towards:



Providing on-the-ground local news reporting and filling geographic and topical gaps.



Connecting newsrooms and building regional partnerships with other journalists.



Testing new technology to gather and distribute news in the ways consumers want to get it.



Supporting the next generation of journalists with internships and training.



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