

# 2023 IMPACT REPORT



**BCN**  
BAY CITY NEWS

**FOUNDATION**



BAY CITY NEWS FOUNDATION

# THANK YOU FOR MAKING LOCAL NEWS A PRIORITY

Bay City News is gratified to be among the local news outlets that are thriving in the face of so many cutbacks, layoffs and closures across the region, state and country. Our success is due to supporters like you who believe in our mission, have faith in our work and help us along the way. New initiatives such as data journalism, rich photography and deep reporting fill out the core work around government accountability and civic engagement that we do every day.

As we have proven, our hybrid model works. Combining a legacy newswire that serves dozens of media outlets in the region with a public-service nonprofit -- now celebrating five years -- has resulted in a huge transformation. We have more reporters, editors and photographers to support the news ecosystem in the greater Bay Area serving 12 counties and 9 million readers. We have trained more than 40 paid interns. Our free LocalNewsMatters.org site has grown readership every year and added new sections for topics like aging and longevity, housing and homelessness and communities like Stockton that deserve more news coverage. And we are winning awards and gaining recognition for these efforts, which is very gratifying to me and our staff.

What's next? Our bias toward experimentation and collaboration in 2023 have made us nimble and open to opportunities in 2024. We're positioned to grow, including further geographic expansion in Northern California and additional partnerships and acquisitions to build our enterprise. Our operational resilience, financial stability and journalistic impact make us an obvious choice for larger funders who want to support the larger news ecosystem in the Bay Area. We are also in a position to help smaller organizations as they seek partners like us who can both amplify their work and support it.

Thank you for your continued support,



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 greater 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.

# OUR 2023 IMPACTS

Bay City News Foundation is proud to be recognized with industry awards for our work, to speak on panels at thought leadership events, and to join prestigious fellowships and other partnerships that allow us to extend our impact.



## CALIFORNIA LOCAL NEWS FELLOWSHIP

Bay City News Foundation joined the inaugural cohort of host newsrooms for UC Berkeley's California Local News Fellowship program, which will support community news in California by providing two-year fellowships to journalists like Ruth Dusseault.



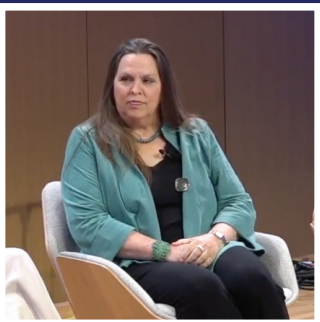
## LION LOCAL JOURNALISM AWARDS FINALIST

Bay City News Foundation was recognized as a finalist in the 2023 LION Local Journalism Awards Outstanding Coverage category for their thorough and fair coverage of San Francisco's homelessness crisis.



## SF PRESS CLUB'S JOURNALISM AWARDS

Bay City News journalists were honored in the San Francisco Press Club's 2023 Journalism Awards. Our staff were recognized for their photography, ongoing coverage, and features reporting.



## 2023 MEDIA IMPACT FORUM

Bay City News Publisher Kat Rowlands participated in a panel at the Media Impact Forum on university-supported journalism and the innovative work of the John S. Knight journalism fellowships at Stanford University.

# 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 public health, affordable housing and homelessness, emergency resources in case of fire or earthquakes, and practical resources around aging and civic engagement.

### AGING IN THE BAY AREA



### HOUSING & HOMELESSNESS



### CIVIC ENGAGEMENT



## 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.



# 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

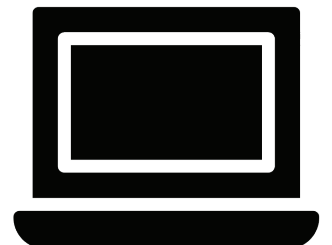
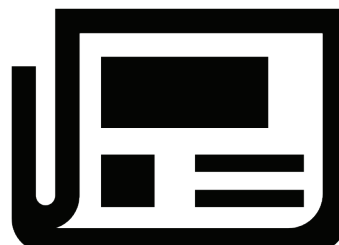
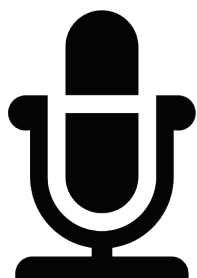
We reach 9 million people in 12 Bay Area counties through our free public-service website [LocalNewsMatters.org](http://LocalNewsMatters.org), and through distribution to 100 clients of the affiliated Bay City News wire service, including most major news organizations.



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](http://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.



# 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 gained more confidence in my ability to find stories, build relationships with sources and produce coverage when working at a regional newswire. I became truly inspired by all the organizers and other individuals I interviewed who work so hard to empower young voters, especially those from marginalized communities."

CATHERINE ALLEN

"It was incredibly valuable to be part of a newsroom with so many talented journalists that I could learn from every day. Everyone at BCN was consistently supportive and willing to teach and mentor me. I had an excellent mix of learning from weekly training sessions to on-deadline reporting to preparing a larger capstone project."

BENJAMIN COLEMAN

"Working here has been one of the most transformative experiences of my life. It is because of the trust you put in me (and my fellow interns) to take on important responsibilities and cover these tough stories that I have grown tremendously as a person and writer during my time here. I am endlessly grateful to everyone at Bay City News for this."

HELENA ALEXANDRA  
GETAHUN-HAWKINS

# 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

### STAY CONNECTED



Subscribe to our weekly newsletters on Local News and Arts & Culture.

### DONATE ONLINE



Make a secure contribution online now to support this important work.

### DONATE BY CHECK



Bay City News Foundation  
900 Hilldale Avenue,  
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## 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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