



“In good times,
people want to
advertise; in bad
times, they have to!



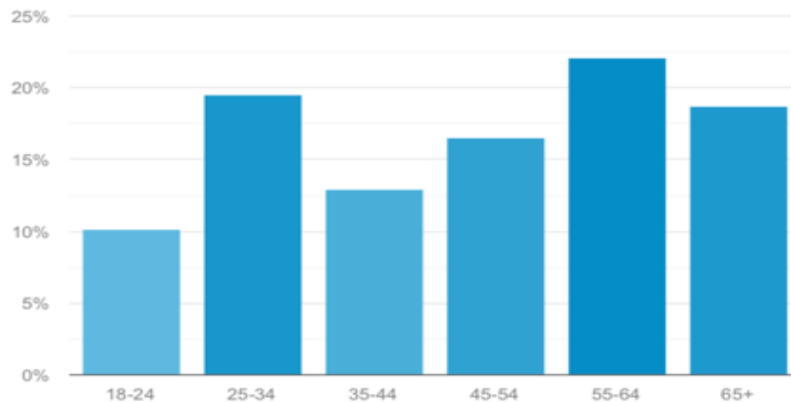
Bruce Barton Fairchild
Ad Executive, Author, US Congressman (1937-40)

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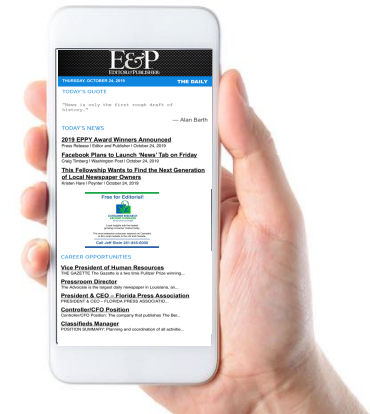


90,000+ Unique Visitors
150,000+ Page Views / month



Source: Google Analytics October 2019

E&P Daily Email



50,000+ Subscribers

E&P Daily...

SENT Email,
 Sent Oct 24,
 2019 10:42
 AM

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 OPEN RATE

14%
 CLICK RATE

Source: Constant Contact October 2019

Editor And Publisher Magazine



Monthly Legacy Readership:

Base Circulation = 9,500

Readers per Copy = 3.7

TOTAL AUDIENCE = 35,000+

Reach Among News Publishing Industry:

- A. Editor & Publisher71%
- B. Columbia Journalism Review57
- C. News & Tech.....35
- D. American Journalism Review20

“Choice for News Publishing Information:”

- A. Editor & Publisher71%
- B. News & Tech10
- C. American Journalism Review8
- D. Columbia Journalism Review.....7
- E. Other Sources4

Source: 2011 Newspaper Industry Readership Study

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We assign an editor to help you craft a **Monthly Article** on EditorAndPublisher.com that remains Online as part of our archives

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FEATURE A SECTION INDUSTRY NEWS PEOPLE COLUMNS PODCASTS

Google News Initiative Launching New North American Innovation Challenge

Sponsored Content February 27, 2020



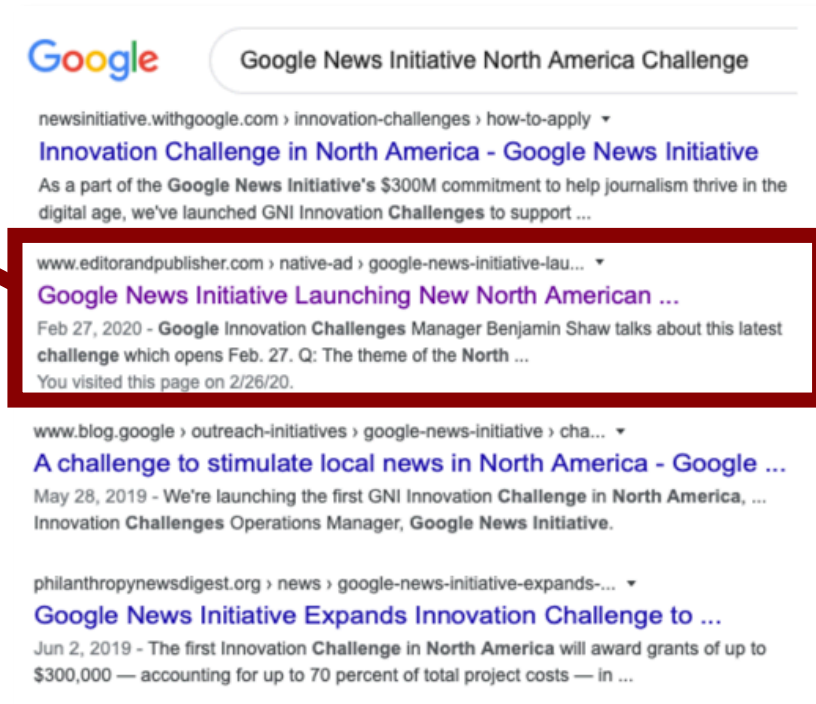
The Google News Initiative is launching its second ever **GNI Innovation Challenge** in North America. The goal of this year's challenge is to identify local media projects that will elevate underrepresented audiences and promote diversity, equity and inclusion within their journalism.

The first North American GNI Innovation Challenge which launched in 2019 resulted in \$5.8 million in funding offered for 34 projects selected from 269 applications.

Google Innovation Challenges Manager Benjamin Shaw talks about this latest challenge which opens Feb. 27.

Q: The theme of the North American GNI Innovation Challenge is “Sustainability Through Diversity.” How was that selected?

A: Over the past two years the Google News Initiative has launched several Innovation Challenges around the world, each aimed at stimulating new thinking in the digital news-ecosystem. In the first North America Challenge, we focused squarely on supporting new thinking around driving revenue and generating audience at the local level. After a rigorous review, we selected 34 projects in 17 states and provinces to receive funding amounting to a total of \$5.8 million.



Google

Google News Initiative North America Challenge

newsinitiative.withgoogle.com › innovation-challenges › how-to-apply ▾

Innovation Challenge in North America - Google News Initiative

As a part of the Google News Initiative's \$300M commitment to help journalism thrive in the digital age, we've launched GNI Innovation Challenges to support ...

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Google News Initiative Launching New North American ...

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May 28, 2019 - We're launching the first GNI Innovation Challenge in North America, ...
Innovation Challenges Operations Manager, Google News Initiative.

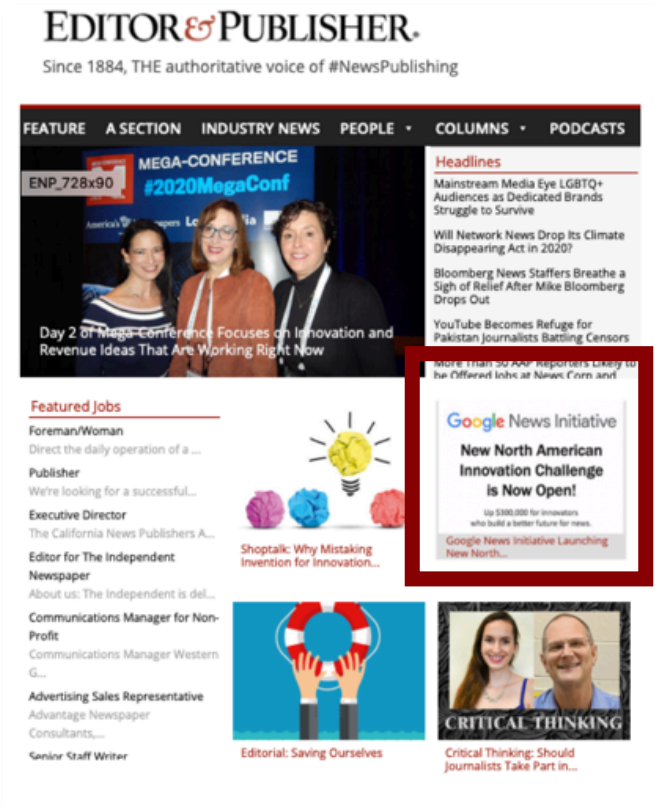
philanthropynewsdigest.org › news › google-news-initiative-expands-... ▾

Google News Initiative Expands Innovation Challenge to ...

Jun 2, 2019 - The first Innovation Challenge in North America will award grants of up to \$300,000 — accounting for up to 70 percent of total project costs — in ...

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Google News Initiative North American Innovation Challenge is Underway



The Google News Initiative second ever GNI Innovation Challenge in North America is underway. The goal of this year's challenge is to identify local media projects that will elevate underrepresented audiences and promote diversity, equity and inclusion within their journalism.

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Q: The theme of the North American GNI Innovation Challenge is "Sustainability Through Diversity." How was that selected?

A: Over the past two years the Google News Initiative has launched several Innovation Challenges around the world, each aimed at stimulating new thinking in the digital news ecosystem. In the first North America Challenge, we focused squarely on supporting new thinking around driving revenue and generating audience at the local level.

For this challenge, we put a concerted focus on diversity and sustainability of local news publishers who serve underrepresented audiences. We understand the role that diverse and ethnic media play in their communities. They are critical news sources for underrepresented groups, they fill coverage gaps for stories that don't rise to mainstream media.

Q: How can organizations apply?

A: Head online to our Website at: <https://gnewsinnovation.com>. Keep in mind that we close the application window on May 12 at 11:59 p.m. PST.

Q: Could you highlight some of the results from the first North American GNI Innovation Challenge?

A: We were looking for applicants focused on generating revenue and/or increasing audience engagement for local news. The 34 successful projects clearly answered this call.

For example:

- Graham Media Group is building a program to diversity broadcast revenues for news stations in Detroit.
- OkayPlayer in Brooklyn, New York is creating an investigating reporting platform to increase engagement of its African American audience;
- La Noticia in Charlotte, North Carolina is creating an open-source platform for its Latino audience to publish their own family stories.

You can read all about all the selected at <https://newsinitiative.withgoogle.com/innovation-challenges/funding/north-america/>.

Q: What kind of response are you expecting for this challenge?

A: We are very proud that there was this high a level of engagement from organizations that had new ideas around driving revenue or creating audience engagement for local media. We expect this round to be even stronger, because these are developing and timely issues. Even though this might mean tougher competition, spending time with your team thinking about new ideas and ways to innovate is never wasted. And who knows? You may even get selected for a project worth up to \$300,000.

Q: What criteria is being used to evaluate projects?

A: Projects will be evaluated against five main criteria: diversity, equity and inclusion;

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Q: How much are the applicants vying for?

A: We strongly believe that local media still requires innovation to become sustainable and that is why we are willing to back projects all the way up to \$300,000 and will finance up to 70% of the total project cost. Special discretion on the total project cap may be considered by the Jury depending on the scale and impact of a very large collaborative effort.

Q: How many projects are you hoping to select? Or is there a number in mind?

A: We aren't directly focused on the top line numbers. Of course, we would like to emerge in US and Canadian publishers to participate. However, what we really want is to surface all the great ideas around "Sustainability Through Diversity" and fund as many of the great ones as possible.

Q: Why is GNI looking for these media innovators?

A: Because it's the right thing to do. Our CEO Sundar Pichai has said, "Google cares deeply about journalism. We believe in spreading knowledge to make life better for everyone. It's at the heart of Google's mission. It's the mission of publishers and journalists." Financial stability requires innovation and new technology presents opportunities. We are way past the days where media companies and the tech platforms can go it alone. We are partnering with innovation to build a better future for news. ■

“We are way past the days where media companies and the tech platforms can go it alone. We are partnering with innovators to build a better future for news.”

1. Online "Evergreen" Optimized Article

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Google News Initiative Expands Innovation Challenge to ...
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MEGA-CONFERENCE #2020

Day 2 of #NewsPublishing Focuses on Innovation and Revenue Ideas That Are Working Today

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3. Email News Listing

YOUR DAILY HEADLINES | **E&P** EDITOR & PUBLISHER

Wednesday, March 4, 2020

TODAY'S NEWS

San Francisco to Pay \$360,000 for Police Raid of Journalist's Home
Nicholas Ianni | Courthouse News | March 4, 2020

Trump Campaign Sues Washington Post for Libel
John Kuziel | H&I | March 4, 2020

About One-Fifth of Democrats and Republicans Get Political News in a Kind of Media Bubble
Mark Jurkowitz and Amy Mitchell | Pew Research Center | March 4, 2020

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VOA Journalists Fight Claims That It Is Trump Propaganda
Sara Fischer | Asia | March 3, 2020

Honor Tamara | Roman Lib | March 3, 2020

Knight Media Forum: How to Strengthen Local News, Serve Communities and Support Democracy
Mark Steyer | Knight Foundation | March 3, 2020

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