

OnPoynt

Values Rising

Trends and traction in journalism and the news industry

James Branch, Poynter Institute

Poynter.

A little about me:



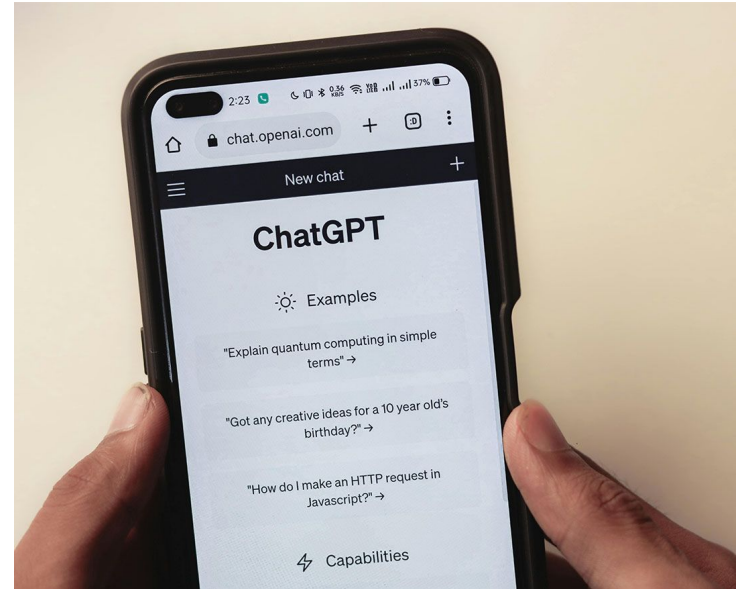
Let's talk about:

1. Audience and Trust
2. Product
3. Revenue

A look across the industry

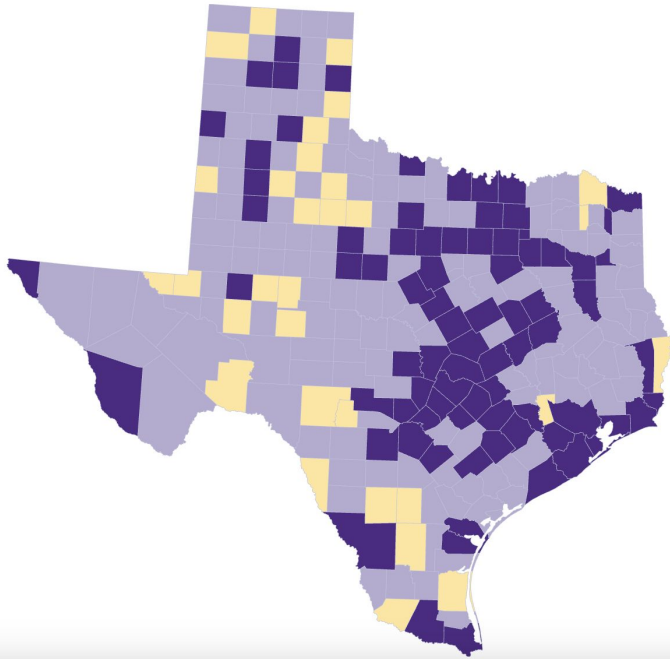


Also...



Oh, and:

■ No news outlets ■ 1 news outlet ■ 2 or more news outlets



There are 254 counties in Texas. 31 counties do not have a news source and 142 counties only have one.



OnPoynt is Poynter's effort to offer a forward-minded look at the state of journalism and the news industry. It considers trends around product, audience growth strategies, revenue, AI and innovation.



A person is seated at a table in a meeting, looking at a document. The scene is overlaid with a semi-transparent green filter. The person's head and shoulders are visible in the upper left, and their arms are extended towards the center of the table. The background shows a blurred office environment with a chair and another person's arm.

Audience & Trust

We hear this: Audiences no longer trust the media.

LET'S FILL OUT THE STORY

- News fatigue is real. But interest in news that helps audiences also remains strong.
- The words “trust” and “media” are often broad and inexact.
- A large majority of people – 83% according to Pew Research Center – say local news outlets are at least “somewhat important” to the wellbeing of their local communities.

WHY IT MATTERS

- Audience growth and retention is critical to financial sustainability of news companies. Audiences will spend more time and money with sources of information they trust.
- Understanding with greater precision the interests of different audiences is essential to serving them.
- Civic participation has also been shown to be correlated with local news habits.

OUR POINT OF VIEW


- News consumers may be fatigued by some of the news, but not necessarily all of it. Shouting on cable news networks does not reflect people's interest in information that is of service or of relevance in their communities.
- News organizations that provide services and independent sources of useful information, gain loyalty. Show that your aim is to help news consumers improve their lives and participate in their communities. Don't just proclaim "Trust us."
- Make your mission, editorial independence policy, ownership and funding model known. More at [TrustingNews.org](https://www.trustingnews.org).


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EL PASO MATTERS Book Club 

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SCHOOL BUS
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EL PASO INDEPENDENT SCHOOL DISTRICT

New school board members elected amid tumult, layoffs in El Paso's pi
The El Paso Matters Podcast by Diego Mendoza-Moyers

00:00 / 09:13

15 30 

Product

We hear this: News organizations are eager to try out new products.

LET'S FILL OUT THE STORY

- Even though digital products like newsletters, livestreams, events and podcasts can be great journalistic storytelling tools, the resources and investment to support the ramp up of those products are not always proportionate with meaningful expansion of those forms.

WHY IT MATTERS

- News companies must embrace new audio and visual formats as a marketplace imperative rather than an experiment or fleeting project
- Without a shift in culture or resources, efforts to reach audiences in new and sustainable ways may fail.

OUR POINT OF VIEW

- Media organizations that can adeptly blend compelling narratives with captivating audio and visual elements will emerge as industry leaders, shaping news consumption, generating new revenue and redefining the boundaries of journalism.
- This will require expanding skill sets through new hiring and training to add multimedia production and business/marketing acumen.

Trends in news forms: investment levels

Monetization of news media formats

News organizations monetize these formats through various strategies. The following chart illustrates the primary monetization methods.

Format	Method	Investment Required (\$)
Livestreaming	Ad Revenue, Sponsorships, Paid Subscriptions	\$\$\$\$
Podcasting	Ad Revenue, Sponsorships, Premium Content	\$\$
Digital Articles	Subscription Models, Paywalls, Ad Revenue	\$
Social Media Updates	Sponsored Posts, Ad Revenue	\$
Video News	Pre-roll Ads, Sponsored Content	\$\$\$
Newsletters	Sponsored Content, Subscription Models	\$

SOURCE: IAB (Interactive Advertising Bureau): Reports on digital advertising revenues and monetization strategies. / Media companies' annual reports: Financial disclosures from companies like The New York Times, Spotify, and others. / Industry analysis by eMarketer: Insights into how different media formats generate revenue.

KERA + DALLAS MORNING NEWS

The Dallas Morning News | KERA | May 7, 2025

Home is where the art is:



**'It's a sickness':
This Plano DJ has over
4,000 vinyl records**


Justin Myers, aka DJ Willie Dutch, has collected thousands of disco, funk, soul and boogie records.

City of residence: Plano, TX




ARTSaccess
KERA The Dallas Morning News

Can you describe your piece of art?



I've just been collecting like crazy. Every



Revenue

We hear this: Philanthropy will provide enough money to save local journalism.

LET'S FILL OUT THE STORY

- Philanthropic support from large and small donors for news (particularly in the U.S.) has grown dramatically over the past decade.
- Revenue from advertisers and subscribers remains substantial.
- Generating dollars from donors or foundations isn't cheap. It requires marketing and fundraising initiatives and specific expertise.
- The marketplace will decide on product value, no matter how it is paid for.
- Too much, though, has been made of the distinction between for-profit and not-for-profit legal status. For example, the emergence/development of treating consumers as members has value for both nonprofit as well as for-profit news groups.

WHY IT MATTERS

- Diversification of revenue sources is essential. An industry that undergoes constant change can't put too many eggs in one basket.
- Donors may not want to be guided by the ethical rules around journalism.
- Different products with different audiences will be supported in different ways.

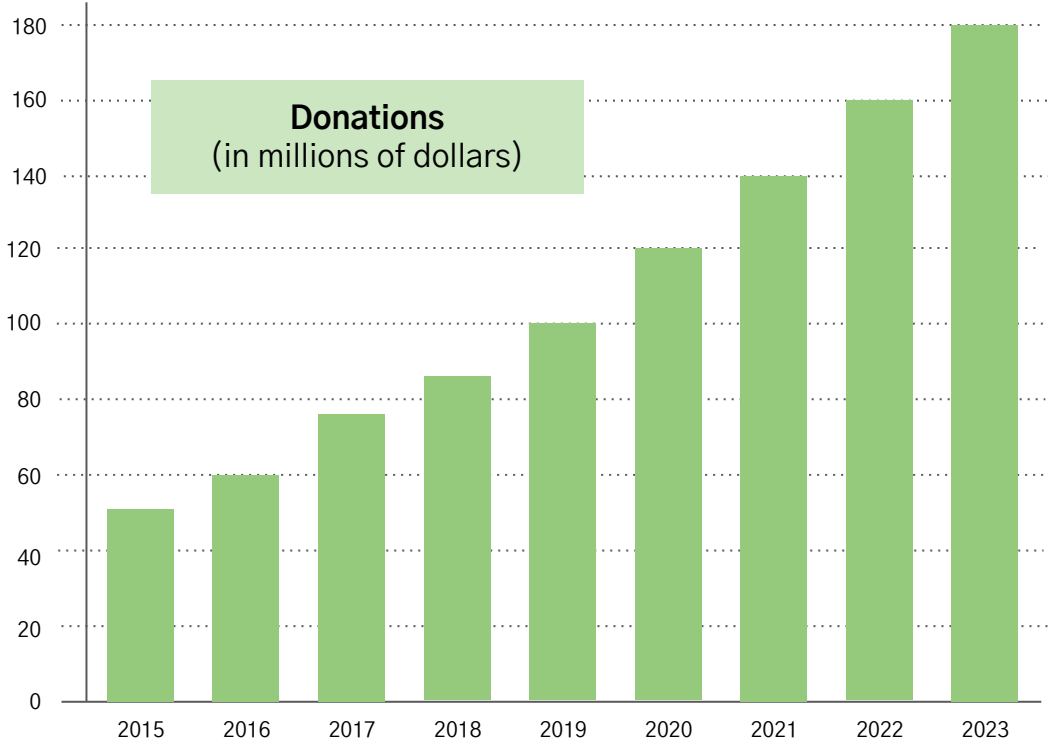
OUR POINT OF VIEW

- Charitable donations can make an important difference to both nonprofit and for-profit news groups.
- A legal status (nonprofit) is not a magic potion.
- Meanwhile, the wide range of revenue possibilities — such as sponsorship, advertising, events and more — is crucial to the sustainability of news enterprises.
- If the journalism product doesn't provide value to its customers, they won't support it no matter through donations, subscriptions or advertisements.
- Philanthropists and other funders may be unfamiliar with the ethics and transparency practices that are fundamental to the journalism they are now supporting. It is important to sort out the rules of the road before grants are made.

Philanthropic Donations Supporting News Over Time

“We are very optimistic about the future of philanthropy and local news,” said Sarabeth Berman, CEO of the American Journalism Project, a venture philanthropist supporting 22 civic news organizations.

There has been a significant increase in foundation grants for journalism from major philanthropic organizations like the Knight Foundation, Ford Foundation, and Gates Foundation. For instance, the Knight Foundation alone has committed over \$300 million to journalism initiatives over the past decade. —Media Impact Funders



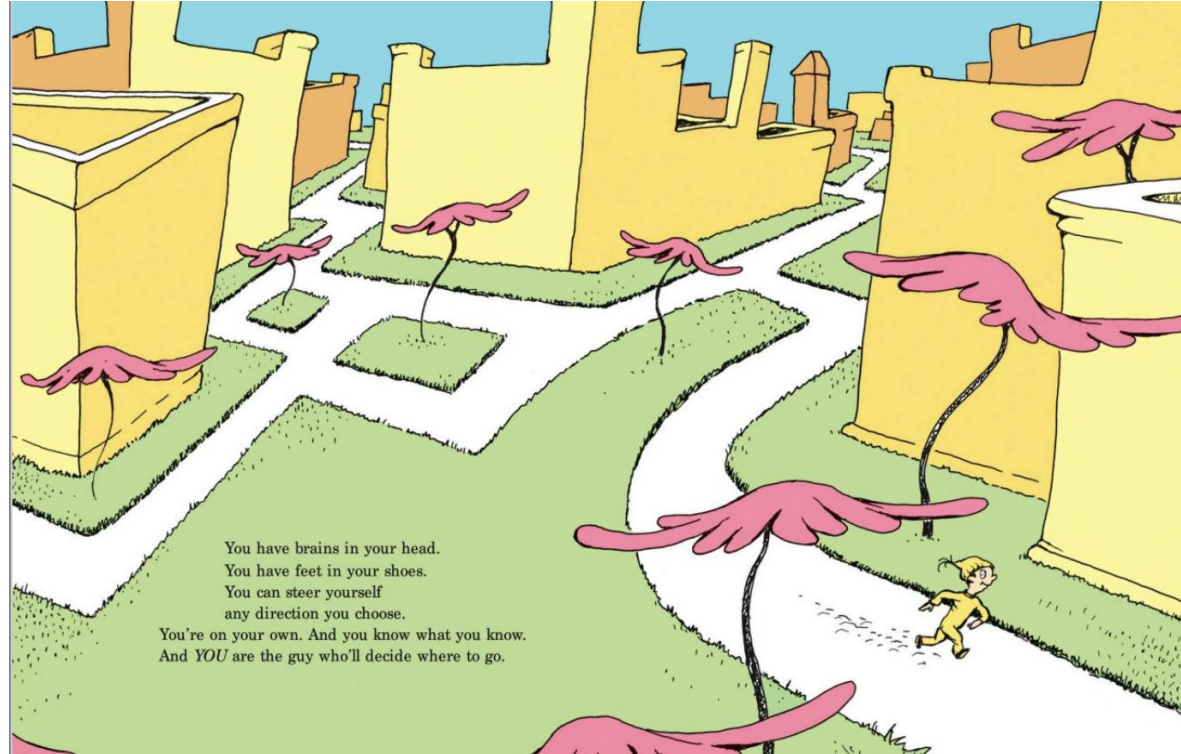
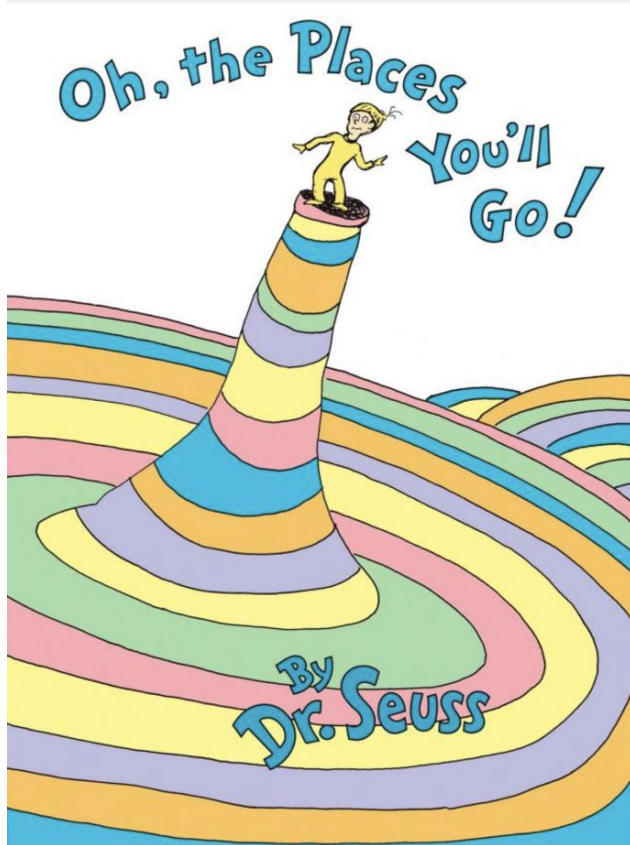
PRESS FORWARD SAN ANTONIO

- journalism philanthropy is evolving beyond one-time grants to comprehensive support systems; sustainable journalism requires long-term capacity building (whether through consulting or hiring for new revenue-focused roles) — not just temporary general operating support
- community-centered coverage of underserved areas is becoming a funding priority; rural communities, Latino communities, immigrant communities, etc. in Texas are lacking the news and information essential to their wellbeing, and funders want to support the newsrooms seeking to fill these gaps
- authentic connection drives both reader engagement and funder interest; while editorial projects like “Where I Live” or “52 Faces of Community” series may not fit traditional journalism formats, they build genuine relationships with the people newsrooms aim to serve — something that philanthropists like San Antonio Area Foundation are looking for when selecting which newsrooms to fund

Conclusion: Potential over Pessimism –3 Takeaways

- 1. Audiences and trust:** Audiences may be fragmented, but they still trust news they find valuable.
- 2. Product:** Flexibility and adaptability will determine success when it comes to product.
- 3. Revenue:** Diversification is critical to sustainability for all (news) businesses.

Conclusion: Potential over Pessimism



Poynter's Mission & Vision

The Poynter Institute has grown from a storefront in sunny St. Petersburg, Florida, to the world's most influential school for journalists.

Poynter is an instructor, innovator, convener and resource for anyone who aspires to engage and inform citizens.

THANK YOU!

jbranch@poynter.org

