

A person is sitting at a desk, writing in a notebook with a red pencil. In the background, there is a laptop and a tablet. The scene is dimly lit, suggesting an indoor setting. The text "COMMUNITY FUNDED JOURNALISM EDUCATION LAB" is overlaid in white, bold, sans-serif font with a slight shadow effect.

COMMUNITY FUNDED JOURNALISM EDUCATION LAB

The Dallas Morning News | DallasNews.com | Real. local. Journalism.

BUILD THE NEWS UPON
THE ROCK OF TRUTH
AND RIGHTEOUSNESS
CONDUCT IT ALWAYS
UPON THE LINES OF
FAIRNESS AND INTEGRITY
ACKNOWLEDGE THE RIGHT
OF THE PEOPLE TO GET
FROM THE NEWSPAPER
BOTH SIDES OF EVERY
IMPORTANT QUESTION

— G. B. DEALEY



OUR MISSION

Community Funded Journalism

The Dallas Morning News is launching **community funded journalism**, an initiative that will produce **in-depth stories** and data insights to **illuminate progress** while identifying remaining challenges within the North Texas education-to-workforce pipeline.

AGENDA

- ✓ Community funded journalism overview
- ✓ Vision for the DMN Education Lab
- ✓ How you can help



**COMMUNITY FUNDED JOURNALISM
OVERVIEW**



OVERVIEW

Community Funded Journalism

Community funded journalism is an initiative to raise funding from corporations, foundations and philanthropists.

The initiative will:

- Support solutions-based journalism
- Drive social impact by deepening coverage
- Emphasize the values of diversity and inclusion to reflect the entire community
- Foster conversation about urgent public issues

Approximately a dozen news outlets have launched similar initiatives.

WHY NOW?

- **Digital disruption**, demographic shifts and economic pressures are changing how people consume news.
- **News deserts** are emerging nationally.
 - We have the second largest newsroom in the state, but our resources only allow for two full-time journalists and one part-time editor covering education.
 - Fifteen years ago, the education team was far larger, with 10 journalists.
- Community funded journalism will serve as a bridge to restore coverage that is shrinking, supporting journalism on topics of **highest public importance**.

CHARTING SUCCESS

HYBRID MODELS

The Seattle Times' Newsroom Labs

\$5 million raised in the last six years to support 11 journalists in three labs covering education, transportation and homelessness

The Seattle Times

The Philadelphia Inquirer

The Lenfest Institute for Journalism

\$4 million raised last year

The Philadelphia Inquirer

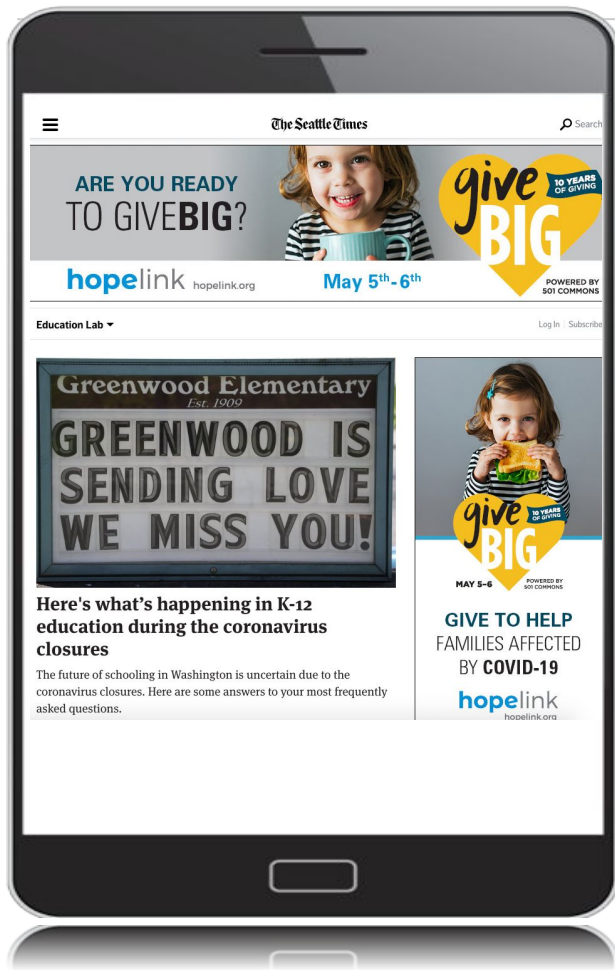
DIGITAL NON-PROFIT MODEL

Texas Tribune

- Established in November 2009
- \$10 million annual budget
- Staff of 70
- Estimated \$70.4 million raised in 10 years



Funders of the *Seattle Times'* initiative include: Bill & Melinda Gates Foundation, Paul G. Allen Family Foundation, NHL Seattle, Seattle Foundation, Starbucks and more.



THE SEATTLE TIMES

Promoting Transparency with Funders

About the series

Education Lab is a Seattle Times project that spotlights promising approaches to persistent challenges in public education. It is produced in partnership with the Solutions Journalism Network and is funded by a grant from the Bill & Melinda Gates Foundation, Amazon and City University of Seattle.

For more info, seattletimes.com/education-lab



**VISION FOR THE DALLAS MORNING NEWS
EDUCATION LAB**

IN-DEPTH EDUCATION COVERAGE

We will deepen the coverage and conversation about urgent education issues critical to the future of the region. More specifically, we will focus on several top issues facing Dallas-Fort Worth. **Every quarter, the Education Lab will produce 15-24 in-depth stories and a community event.**

School Funding

The Dallas Morning News' education team will serve as a watchdog, scrutinizing how HB3 funds are allocated and spent.

Equity in Education

The team will examine the socioeconomic factors and lack of resources that contribute to educational inequities in diverse communities.

Early Childhood Development

The team will spotlight where birth-to-5 programs are showing promise and where they are falling short.

Workforce Readiness

Texas has a growing worker shortage, and the area where workers are needed the most is in the so-called middle-skilled jobs.

School Choice

The team will do a deep-dive into the debate over "school choice," a phrase that means something completely different depending on whom you ask.

THE DMN EDUCATION LAB

With additional resources, *The Dallas Morning News* will significantly enhance the following approaches to reporting and editing as well as engaging with our audience.



WATCHDOG AND ENTERPRISE JOURNALISM

We'll produce watchdog stories that scrutinize how government spends money on our students. Enterprise stories will explain education trends.



SOLUTIONS-ORIENTED STORIES

We'll report on programs in Texas and across the country that offer real solutions to our region and state's education problems.



DATA JOURNALISM

We'll create data-driven graphics and interactives produced by our data journalism team. We'll also make credible data available to the public.

ENGAGEMENT

We'll frame the public conversation through Curious Texas, our ongoing audience project powered by the Harken social listening tool.



COMMUNITY EVENTS

We'll organize expert panel discussions, community conversations and forums to spark civic interest in education issues.



ADVISORY BOARD

A group of education thought leaders will provide feedback on coverage, give Q&A interviews for stories and take part in DMN events.





WHY... Focus on Education?

Equal access to quality education — from early childhood through college-level and workforce training — is key to the health of the city and its business competitiveness.

The Lab will cover education through a North Texas lens, including Dallas, hailed by state leaders for academic gains. Citizens, educators and policy makers could learn from what's working here:

- The Legislature's commitment to infuse schools with \$6.5 billion over two years presents a significant opportunity.
- Dallas ISD showed improvement in the state's A-F ratings.
- The district's ACE program reduced the number of schools failing state standards from 43 to 4.
- In Dallas County, 47% of eligible 3- and 4-year-olds enrolled in public pre-K, an increase of 12% since 2012.
- DCCCD's Dallas Promise program pledged free community college tuition to 16,200 students at 43 schools.

TEXAS EDUCATION STATISTICS



Educated 10% of the Country's Children
In 2018, Texas was responsible for educating 10% of the children in the country.



Graded "F" on School Finance Report
Across four spending indicators, Texas scores an "F" ranking 43rd in the nation in school finance.



Ranked 45 in Spending Per Student
In the recent past, Texas was in the nation's bottom tier of school funding, ranking 45th in spending per student in 2015.



\$2,300 Less Spending Per Student
NEA reports that spending per pupil was \$2,300 less than the national average for the 2017/18 school year.

(Sources: Commit Partnership 2018 Commit Scorecard; Education Week's annual Quality Counts scorecard)



**HOW YOU CAN
HELP**

ON JOURNALISTIC INDEPENDENCE

- *The Dallas Morning News* will not accept any donations that might jeopardize the editorial independence of the news organization. In addition, donations to *The Dallas Morning News* must be for a public purpose and to advance its mission and strategic objectives. Quid pro quo donations will not be accepted. For transparency, the *News* cannot accept anonymous donations.
- Funders are not aware of specific stories the newsroom is working on and do not review them before publication. Funders do not have special or privileged access to reporters.
- Editors and reporters operate independently of our funders and maintain editorial control over content.
- Editorial function and news coverage of any funded project shall at all times remain independent of the donor and of any institution, and no attempt shall be made to influence or interfere with the editorial policies or decisions of any funded project.
- **This initiative is 100% non-profit. We will be good stewards of the funding, ensuring that all of the fund supports the education team's salaries, travel expenses and employee benefits, as well as community events that deepen public conversation on important education issues.**



PUBLIC IMPACT REPORTS

To quantify audience and community engagement, *The Dallas Morning News* will provide quarterly impact reports detailing key metrics and goals, including:

- The number of enterprise stories published quarterly and annually
- Digital metrics including page views, users, returns visits and total engaged minutes
- Attendance at DMN community engagement events across Dallas and Fort Worth
- Track references to DMN Education Lab stories by policy makers



EFFECTIVE COMMUNITY ENGAGEMENT

- **Vote About It** was a highly successful campaign geared to raise political awareness and eliminate voter apathy in North Texas.
 - This campaign contributed to a **3% increase in Dallas voter turnout** during the March 2019 mayoral election.
- **Duets** is a public conversation series that pairs a *Dallas Morning News* journalist with an interesting, influential person who has a Dallas or Texas tie.
 - Speakers engage in an unscripted, wide-ranging, free-wheeling conversation.
 - We've hosted more than a dozen conversations in the DMN auditorium and at the Dallas Public Library, the Dallas Institute of Humanities and the Dallas Holocaust and Human Rights Museum.

OUR PARTNER

We will work with Communities Foundation of Texas to bring this initiative to life. They exist to “build thriving communities for all.”

Through this partnership, Communities Foundation of Texas will serve as the fiscal sponsor for the initiative.



SPONSOR RECOGNITION + BENEFITS

Sponsorship of this initiative will include the following recognition and benefits:

- Names will accompany each story that is published through this initiative
- Recognition in a quarterly ad in *The Dallas Morning News*' print edition as well as at community events
- Exclusive invitation to twice-yearly meetings with high-level editors to discuss education issues in North Texas



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