

Coachella Valley Journalism Foundation

August 2023

Welcome to our new, monthly newsletter. This ongoing communication is designed to keep you informed about the important work that your donations to the Coachella Valley Journalism Foundation make possible.

"Promote and support sustainable community journalism in the Coachella Valley."

That is the mission of the Coachella Valley Journalism Foundation.

In order for us to best meet the needs of local news outlets, we have spent the past couple of months launching two new initiatives.

First, CVJF is hosting quarterly "media summits" with the leaders of our local newsrooms. We had our second summit last month. These lively discussions bring together the top news executives at The Desert Sun, KESQ, Palm Springs Life, Palm Springs Post and the Coachella Valley Independent. (We hope leaders of other news organizations will join in the future.) The purpose of these ongoing summits is to help CVJF better understand the challenges and realities facing local journalists so that we can align our future fundraising and grantmaking in a way that best supports our community of journalists. We want your generous donations to have the most impact! Equally important is that these media summits are building a culture of communication and cooperation among the various news teams. Competition is healthy, but we believe all of our media partners will be stronger if we all work together.

Second, CVJF hosted an inaugural "media mixer" last week. Journalists from media organizations were invited to a casual reception designed to bring them together to get to know each other better. We received positive feedback from the young journalists that attended, so we plan to host another mixer early in 2024. We hope to create a fraternity of journalists who can support each other in the challenging environment in which they work.





No CVJF funds were used to organize these events thanks to generous hosts who have opened their businesses to us. I also want to thank our media partners who stepped up to donate "raffle" items that we were able to give away to our aspiring journalists during the media mixer. From bottles of wine to restaurant gift cards and movie tickets, the journalists were very appreciative of the gesture.

As always, the Coachella Valley Journalism Foundation appreciates your past support and asks that you continue to think about us as part of your charitable giving.

You can make checks payable to the Coachella Valley Journalism Foundation and send them to CVJF, PO Box 207, Palm Springs, CA 92263. Or click the "Donate" button on the CVJF website (www.cvjf.org) to contribute using a credit or debit card. A receipt will be provided.

Thank you for your ongoing support! Next month's CVJF update will introduce you to the individuals and projects that your donations have made possible as we celebrate our 3-year anniversary.

All the best.

Randy Lovely
Board President