

## Coachella Valley Journalism Foundation

### November 2023

Welcome to our November newsletter from the Coachella Valley Journalism Foundation.

As we approach the end of 2023, we want to share with you some exciting news from the Coachella Valley Journalism Foundation and provide you with an update on the important work we are doing to support local journalism.

CVJF's mission is to support and sustain quality local journalism, so we want to recognize and celebrate the outstanding journalists and media professionals who work tirelessly to tell this community's story.

To that end, we are creating the [\*\*Coachella Valley Media Hall of Fame\*\*](#).

We have many journalists who have worked here for decades, and we have many others whose careers had a big impact here before they went on to notable achievements in other parts of the country. We have identified more than 50 individuals we believe are worthy because of their current or past contributions to local media.

Each year we will induct 3-5 individuals into the hall of fame. The honorees for this year will be announced next month. We will celebrate their career achievements at a luncheon on Wednesday, Feb. 28, 2024, at Thunderbird Country Club. We hope you will attend. (Attached is a press release with all the details, including our distinguished keynote speaker, and how you can buy tickets.) We hope to see you all there!

As we enter our fourth year since the launch of CVJF, the community has clearly shown they understand the challenges facing local news organizations, and they've stepped up to make a difference. Those donations translate into real results: we have funded The Desert Sun's Opinions Editor for three years, we gave grants to three news organizations to fund interns/fellows this summer for the second year, and we continue to offer small one-time grants to help with reporting projects.

We are pleased with our efforts to date, but we realize there is still so much more to do!

Our donations range from \$1 to \$10,000. And we have received almost 500 donations during the past three years. I must admit that 2023 has been an interesting year from a fundraising perspective. So far this year, the number of donations we have received has doubled over last year. That's the good news. Unfortunately, the donations are coming in at much smaller amounts. Consequently, we are behind in meeting our funding obligations for the year.

We have set a goal to raise \$25,000 by the end of the year. I hope you will see the benefit of supporting our cause. And please spread the word to your friends who also believe in strong local news.

As an incentive, board member Joe Wallace has generously donated a very expensive bottle of champagne. Valued at several hundred dollars, this bottle -- a 1996 Veuve Clicquot Ponsardin La Grande Dame Brut -- would make a great way to celebrate the new year! And celebrate local news!

Between now and the end of the year, anyone who donates \$500 or more to CVJF will be entered into a drawing for this tasty prize.

**Go online to [www.cvjf.org](http://www.cvjf.org) and click the donate button using a credit or debit card or send a check payable to the Coachella Valley Journalism Foundation to PO Box 207, Palm Springs, Calif. 92263.**

Now, for some updates on our activities:

- We launched a monthly email newsletter in August to keep our donors updated on our activities. We hope you find these updates useful.
- We continually update our website (check it out at [www.cvjf.org](http://www.cvjf.org)) to add more information about CVJF. We're in the process of adding a page that details the grants we have awarded since we launched in 2020, and we are adding a page that details the Hall of Fame and provides a link to purchase tickets. You should see those changes in the next few days.
- We are currently interviewing two individuals as prospective new board members and hope to announce them by the end of the year.
- We've gone social. You can follow us on Facebook or LinkedIn. Just search for the "Coachella Valley Journalism Foundation" and you can follow our updates.
- In addition to the Hall of Fame luncheon in February, we are planning several events for 2024 that will showcase the importance of local journalism. We will share more details in the weeks to come.

Again, thanks for your support of the Coachella Valley Journalism Foundation. As Walter Cronkite said, "Journalism is what we need to make democracy work."

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*The CVJF is a 501(c)3 organization, and all contributions are tax-deductible. Make your check payable to the Coachella Valley Journalism Foundation and send it to CVJF, PO Box 207, Palm Springs, CA 92263. Or click the "donate" button on our website ([www.cvjf.org](http://www.cvjf.org)) to contribute using a credit or debit card. A receipt will be provided.*