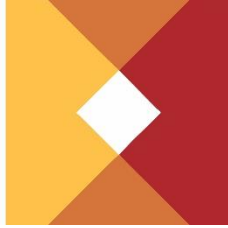


**Coachella  
Valley  
Journalism  
Foundation**



## **Coachella Valley Journalism Foundation – February 2024 Newsletter**

Two important fundraising efforts are currently underway, and we ask for your continued support. Raising money year-over-year to support our initiatives is not an easy endeavor as an all-volunteer organization. In fact, the Coachella Valley Journalism Foundation ended 2023 having raised significantly less than in the previous two years. Our fundraising performance this year, especially through these two primary campaigns, will determine our long-term viability.

We do not take your donations for granted, and we appreciate your ongoing support.

### **Tickets Sales for Hall of Fame Luncheon Closing Soon**

Last call for tickets to the Coachella Valley Media Hall of Fame induction ceremony and luncheon. Ticket sales end on Friday, Feb. 16, since we must finalize our order with the caterer. However, we may not make it to Friday. We have fewer than 30 seats left, so do not delay if you want to attend this great event.

The hall of fame luncheon is a celebration of local journalism and an opportunity to recognize the talented journalists who have contributed so much to our community.

The first inductees are Karen Devine, Bruce Fessier and Milt and Frank Jones. These talented individuals have been part of the local media for decades and are richly deserving of our thanks.

The hall of fame luncheon also will include honors for Coachella Valley Journalist of the Year and the Rising Star award, both sponsored by the California News Publishers Association. The award winners will be a surprise announcement during the luncheon.

Retired *Washington Post* editor Martin Baron – author of the book *Collison of Power: Trump, Bezos and The Washington Post* -- will deliver keynote remarks. Attendees will receive a signed copy of the book. Retired broadcast journalist, and Palm Springs resident, Hank Plante, will emcee the event.

The event is Wednesday, Feb. 28, at Thunderbird Country Club in Rancho Mirage. Tickets are \$200 and are on sale until Feb. 16. They can be purchased at [www.cvjf.org](http://www.cvjf.org). All proceeds will go toward supporting local journalism.

## **CVJF Participating in Second Annual Coachella Valley Giving Day**

The “early” giving period for the Coachella Valley Giving Day fundraising campaign kicked off on Monday. Donations will be accepted through March 5.

Coachella Valley Giving Day is presented by the Desert Community Foundation. More than 150 local nonprofits participated last year and raised more than \$370,000.

CVJF received a \$10,000 bonus prize from the sponsors, First Bank and the RAP Foundation, last year for generating the most unique donors. In total, we raised more than \$16,000. Those funds allowed us to fund three future journalists as interns with three different news teams in the Valley. You can see all the grants that have been awarded since 2020 on our website ([www.cvjf.org](http://www.cvjf.org)).

We intend to repeat our win this year with your help!

To help in our effort, all donations made through our website will direct donors to our Giving Day donation page. Whether you can donate \$10, \$100 or \$1,000 please give during this important fundraiser. Please share this fundraising campaign with your friends. We need the money, but we also want to show a groundswell of support for local journalism.

## **Marking a Milestone**

Our donors – you – are our lifeblood. This week, we passed an important milestone that deserves recognition. The Coachella Valley Journalism Foundation has received more than 500 donations since its launch in the fall of 2000! With donations ranging from \$10 to \$10,000 your support has allowed the CVJF to continue to support local news organizations.

We have other big initiatives we want to launch if we can increase our funds. If you are interested in talking with us about new projects, and how you might underwrite an initiative to expand local reporting firepower, please let me know.

Thanks for all your support.

Randy Lovely, Board President  
Coachella Valley Journalism Foundation  
[cvjournalismfoundation@gmail.com](mailto:cvjournalismfoundation@gmail.com)  
[www.cvjf.org](http://www.cvjf.org)

**To donate go to our website and click the donate button using a credit or debit card or send a check to the Coachella Valley Journalism Foundation to PO Box 207, Palm Springs, CA 92263.**