

August 2024 Newsletter

We all know that summers are brutally hot in the Coachella Valley. Last month's average high temperature was a record-setting 114 degrees. Ouch!

But desert dwellers also look forward to some of summer's pleasures – less traffic on the roadways, glorious sunsets, pool parties, and the comfort of a warm morning.

For CVJF, summer is celebrated for the interns and fellows your donations allow us to provide to valley newsrooms. Augmenting the workforce of local news organizations, even temporarily, goes to the heart of our mission. The win is two-fold: newsrooms get an extra pair of hands and newcomers looking to break into the business gain valuable work experience.

CVJF sponsors temporary positions in four valley newsrooms



Hallee Anderson: Fellowship at the *Coachella Valley Independent*

In September, Haleemon “Halee” Anderson will begin her second year as a California Local News Fellow at the *Coachella Valley Independent*. The CVJF is helping the *Independent* pay its share to host the fellowship. In the time since she arrived last September, Halee has done great work covering the Coachella Valley's institutions of power, with a diversity/equity focus. Anderson is a master's candidate in Specialized Journalism at the USC Annenberg School of Communication and Journalism. She's written for various Los Angeles-based publications, including the *Los Angeles Times*, NBC Los Angeles, the *L.A. Watts Times*, and Black Radio Exclusive.



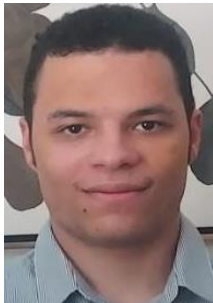
Henry Bruan: Internship at *The Palm Springs Post*

Henry Braun is working as an intern at *The Palm Springs Post*. Born in Palm Springs in 2004, he has always loved the small city he spent the summer covering. While his family moved to Newport Beach when he was young, Henry never forgot his roots, frequently returning to Palm Springs to hike and enjoy the warm weather. He now attends Boston University, pursuing a bachelor's degree in journalism with plans to apply to law school after graduation.



Alyson Booth: Internship at KESQ

A Coachella Valley native, Alyson Booth is pursuing media with a passion. She began her college career studying film at San Francisco State University, and she will continue her education at the University of California, San Diego, studying visual media. During her summer internship at KESQ News Channel 3, Alyson is learning about the daily news gathering process, writing articles for the station’s website and creating content for social media.



Alexander Grauel: Internship at *The Desert Sun*

Alexander Grauel was born and raised in the Coachella Valley. He graduated from Cathedral City High School and is currently pursuing a Bachelor of Arts degree in Journalism and Mass Communication at Arizona State University. He previously interned at KTAR News 92.3 FM in Phoenix. Alexander was diagnosed with autism at age 3 and attributes the commitment of his parents and educators to his success. After graduation, he plans to get involved in helping other young people with autism achieve success.

CVJF launches Fourth Estate Membership Program to fund initiatives

Funding interns each year is just one of the major priorities of the Coachella Valley Journalism Foundation. We are committed to supporting and celebrating local journalists. And we plan to do more with your support.

The plight of legitimate media is scary, and the risks to our community and our democracy are real. Consider:

- Newspapers are vanishing at an average rate of more than two per week. Since 2005, with the rise of digital and social media, the country has lost almost 3,000 newspapers. Local broadcast and radio stations also have seen reductions.
- In addition to losing almost a third of its newspapers, the country has lost almost two-thirds of its newspaper journalists – 43,000 – since 2005.
- While legitimate news is diminishing, fake news sites have ballooned by more than 1,000 percent over the past couple years.

Here in the Coachella Valley, we have seen a stark reduction in the viability of local news organizations, although we are fortunate to have several news outlets fighting to survive. Most importantly, we can’t take what we have for granted.

That’s why the Coachella Valley Journalism Foundation was created almost four years ago. We are part of a growing national movement of journalism philanthropy organizations that have raised billions of dollars to stem the crisis facing local media.

As we approach our fourth anniversary next month, we are launching the Fourth Estate Membership Program, and I am seeking your support.

The attached document details the initiatives your money will help us achieve as well as the benefits you will receive as part of your membership.

For example, membership at the “Guardian” or “Defender” levels includes tickets to the annual Coachella Media Hall of Fame event. This year’s luncheon will take place on Tuesday, Jan. 14, at the Omni Rancho Las Palmas Resort and Spa, with retired *New York Times* editor Dean Baquet providing keynote remarks. This year’s honorees will be announced in the next few weeks, and tickets will go on sale by Oct. 1.

Membership also includes access to donor-exclusive events. Our first event will be a behind-the-scenes tour of KESQ’s new studio along with an opportunity to watch a live newscast and meet some of the station’s talented journalists. This event is only available to Fourth Estate members.

In addition to the attached flyer, you can also find all the details about the Fourth Estate Membership Program on our website at <https://cvjf.org/membership/>.

I hope you will join John and I as “guardians,” but your support at any level will make a huge difference. Thank you for considering my request. Please don’t hesitate to reach out to me if I can answer any questions.

Dozens climb aboard for CVJF’s summer media mixer



Each year, CVJF hosts a Media Mixer to bring media professionals from various news outlets together to spend time together in a relaxed, non-competitive setting. More than 30 journalists, elected officials, and public information officers joined us at PS Air Bar in Palm Springs on July 26. The establishment’s inside-an-airplane décor provided just the right atmosphere for the take-off of lively conversations among newsmakers and journalists alike.

See our photo gallery here: <https://cvjf.org/galleries>

As always, we thank you for your support of the Coachella Valley Journalism Foundation.

Randy Lovely, Board President
Coachella Valley Journalism Foundation
cvjournalismfoundation@gmail.com
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.