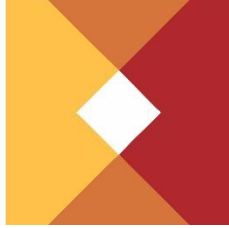


**Coachella  
Valley  
Journalism  
Foundation**



## September 2024 Newsletter

We know you care – about the survival of local news, about the journalists who keep watch over the Coachella Valley, about media organizations that amplify community voices.

That's why we have created the **Fourth Estate Membership Program**. It is not just a fundraising effort. It is a program that provides you and others who care about the future of news with opportunities to interact directly with us and the journalists working in the Valley.

Coinciding with the fourth anniversary of CVJF's founding in 2020, four membership levels have been established:

- Guardians of the Fourth Estate (\$4,000 annually)
- Defenders of the Fourth Estate (\$1,000 annually)
- Supporters of the Fourth Estate (\$40 monthly/\$480 annually)
- Protectors of the Fourth Estate (\$40 annually for working journalists or donors who'd like to sponsor one)

The top three membership tiers give you and other donors special access to CVJF events and speakers. For example, in October, members will be invited to tour the redesigned KESQ television studios, watch a live news broadcast and meet some of the station's talented journalists. The following month, donors will be invited to an exclusive meet-and-greet with author Michael G. Lee, who CVJF is bringing to the Palm Springs Cultural Center to [discuss his new book](#) on the late journalist Randy Shilts, who pioneered reporting on the AIDS epidemic in the early 1980s. (Non-members can purchase tickets to the event.)

Future CVJF events include movie screenings, a photo exhibit of journalistic images and panel discussions on the role and impact of local journalists.

Membership contributions will receive ongoing recognition on the CVJF website and in marketing and promotional materials.

The more you give, the more opportunities you'll have to join us at special events. The top two membership tiers, for example, come with tickets to our annual Coachella Valley Media Hall of Fame luncheon. Guardians will be able to invite friends, family, and colleagues to their own 10-person table (with preferred seating) to the awards ceremony. Defenders will receive a pair of tickets to the event.

A full rundown of the Fourth Estate Membership Program's tiers and benefits is [available on our website](#). And you can [donate](#) and become a member on the site!

Thanks to our early efforts, we have 17 members signed up so far, and we have set a goal to have at least 50 members before the end of the year. We can do this with your help!

We thank you for your consideration, and we hope to see you at in-person events in the months and years to come.

### **Coachella Valley Media Hall of Fame**

In just a couple weeks, we will announce the media professionals who will be inducted into the **Coachella Valley Media Hall of Fame** at our second annual luncheon in January. Last year, we inducted KESQ anchor Karen Devine, long-time *Desert Sun* entertainment reporter Bruce Fessier, and *Palm Springs Life* owners Frank and Milt Jones. Our inaugural event was a sell-out.

The 2025 event will take place on Tuesday, Jan. 14, at the Omni Rancho Las Palmas Resort & Spa in Rancho Mirage.

We'd love to see you at the luncheon as a member of our Fourth Estate Membership Program. But individual tickets also will go on sale in early October. Individual tickets are \$195. Sponsorship opportunities also are available. Just reach out to me if you are interested in helping to underwrite our program expenses as a sponsor.

Please feel free to contact me via email at [cvjournalismfoundation@gmail.com](mailto:cvjournalismfoundation@gmail.com) if you have any questions.

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**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.**