

CENTER FOR COOPERATIVE MEDIA

# ANNUAL

# REPORT



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# LETTER FROM THE DIRECTOR



After the chaos of 2020 and 2021, I wasn't sure what to expect 2022 to bring. I did know that the Center for Cooperative Media was well-positioned for success, however, thanks to our strategic planning and constant discussion of how our programs align with our values, vision and theory of change.

Unexpectedly, the year brought clarity. It was the Center's 10th year in existence and it felt — finally — as though we hit our stride. Our team was clear on its mission, our programs were robust and we were able to look back on a decade of growth.

Over the last year, we have made great strides in our efforts to support ethnic and community media in New Jersey. We provided exclusive press briefings and access to decision-makers, offered more paid reporting fellowships, and launched a new Spanish Language News Translation Service, all of which helped to increase the reach and impact of these important media outlets.

We also remained dedicated to supporting the local news and information ecosystem in New Jersey more broadly. We launched Stories Invincible, a new program that aims to increase the representation and diversity of voices in the media. We supported phase two of the South Jersey Information Equity Project, a program that provides journalists of color with the training and resources they need to produce restorative narrative journalism that has a lasting impact on their communities.

And we continued to grow the NJ Diverse Sources Database, a valuable resource for journalists looking to find and connect with diverse sources for their stories.

In terms of funding and revenue, we were pleased to receive continued support from Geraldine R. Dodge Foundation, Democracy Fund and Abrams Foundation. The also Center received two grants from the NJ Civic Information Consortium, and raised several thousand dollars in its first-ever individual donor fundraising campaign. In total, the Center received \$779,114 in grants in 2022.

Speaking of the Consortium, the Center spent quite a bit of time over the last year helping the Consortium get its internal infrastructure set up. It's been amazing to build a first-of-its-kind grantmaking organization from the ground up. And last, but certainly not least, it was a joy to reflect on the many accomplishments and successes the Center has had over the past decade at our 10th anniversary celebration in November.

The celebration was a reminder of the important role that the Center plays in the local media ecosystem, and it was a testament to the strong foundation that we have built over the years. I am grateful to all of those who have contributed to our success and I look forward to continuing to work together as we move forward into the next decade.

*Stephanie Murray*

# ABOUT THE CENTER

## MISSION + VISION

### MISSION

As a program of the School of Communication within the broader scope of Montclair State University, the Center is situated within the University's mission, vision and values.

Therefore, it's important to note the definition of the Center's own vision and values should be seen through the narrower lens of the Center's mission, which is tied to local news and information, and not outside the scope of the University's overarching guidance.

The mission of the Center for Cooperative Media is to grow and strengthen local journalism and support an informed society in New Jersey and beyond.

### VISION

The Center for Cooperative Media envisions a world where people work together to create the news and information needed to participate in society, tell stories that reflect true experiences, and live with dignity and purpose.

### FUNDING

In 2022, the Center received operational funding from Montclair State University, the Geraldine R. Dodge Foundation, Democracy Fund, the Abrams Foundation and the NJ Civic Info Consortium.

## VALUES

### ACCESS TO INFORMATION

People have universal critical information needs and we believe the work of providing for those critical information needs should be valued and promoted as a necessary public good.

### COLLABORATION

We believe that by working together we can do better work than we can alone.

### PROACTIVITY

We believe in taking steps as quickly as possible to respond to problems presented to us and test solutions.

### COMMUNITY + INCLUSIVITY

We believe it is critical to create a sense of community that is open and welcoming among the people we work with and for.

### EQUITY

We believe that access to and distribution of power and resources should be determined using a lens of justice and fairness.

### JOY

We believe that enjoying our work is essential to successful outcomes.

# CENTER STAFF



**Oni Advincula**

Ethnic + community media coordinator



**Amanda Alicea**

Membership coordinator



**Joe Amditis**

Assistant director of products + events



**Adrienne Bauldock**

South Jersey Information Equity Project coordinator



**Carla Baranauckas**

Local Connection newsletter writer



**Cassandra Etienne**

Assistant director of programming + membership



**Molly Jenkins**

NJ College News Commons coordinator



**Stefanie Murray**

Director



**Mariela Santos-Muñiz**

Collaborative journalism coordinator + newsletter writer



**Denise Shannon**

Administrative + events coordinator



**Reet Starwind**

Stories Invincible coordinator



**Sarah Stobely**

Research director



# 10

YEARS OF  
COOPERATIVE MEDIA

# 3,650+ DAYS

OF SERVING AND SUPPORTING NJ LOCAL MEDIA



**The Center celebrated its 10th anniversary in 2022.** We marked the occasion by commissioning a **piece of art** by Bloomfield artist **Michael Hoeweler**, hosting a 10th anniversary celebration at Montclair State University, publishing a **series of guest posts** by local NJ reporters and publishers about the future of NJ local news, launching a **fundraising campaign**, and **creating a 15-minute video** documenting the last 10 years of cooperative media in the Garden State.

**[Click here to learn more.](#)**

Photo by Joe Amditis

# OUR 2022 SUCCESSIONS



## 27

### Events hosted (incl. 8 press briefings)

The Center provided ethnic and community media partners with 8 **exclusive press briefings** on a variety of topics in 2022, including COVID-19 vaccine distribution, school re-openings, student loan forgiveness, and local elections.

## 19

### Ethnic + community reporting fellows

The Center offered **paid reporting fellowships** to 19 ethnic and community media reporters and outlets in 2022, providing journalists with the opportunity to work on in-depth stories and projects that they might not have been able to pursue otherwise.

## 25

### New ethnic + community press partners

In 2022, the Center welcomed 25 new, active ethnic and community media reporters and editors to its network of partners and publications across the State of New Jersey. This has helped us establish the Center as the first and only hub for for ethnic and community media in the state.

## 13

### Spanish News Translation Project partners

Earlier this year, the Center launched a new **Spanish Language News Translation Service**, which provided ethnic and community media outlets with access to accurate and reliable translations of news articles and other materials. This service helped to increase the reach and impact of these outlets, and allowed them to better serve their Spanish-speaking audiences.



**“Together with the Center, we have been able to provide the Hispanic community with a higher quality of information.”**

— Kleibeel Marcano, *Reporte Hispano*

# 19

## Stories Invincible + SJIEP fellows

The Center launched **Stories Invincible** early in 2022 with the goal of increasing the representation and diversity of voices in New Jersey media, specifically in Camden, NJ. The Center also recently launched the second cohort of fellows for the **South Jersey Information Equity Project**, bringing the total number of SJIEP fellows to 9. SJIEP and SI aim to increase the quality and quantity of news + information for underserved communities in South Jersey.

# 125

## Coaching + consulting sessions

The Center meets with partners, stakeholders, and other representatives from NJ news organizations to help connect them with freelancers, tools, information, and other resources as part of our coaching and consulting program. This year, we met with partners on 125 separate occasions to assist them with various projects, grant proposals, and organizational needs.

# 214

## NJ Diverse Sources Database experts

The Center continued to grow the **NJ Diverse Sources Database**, a tool that helps journalists and media outlets find and connect with diverse sources for their stories. The database provides a valuable resource for journalists looking to increase the representation and diversity of voices in their reporting, and helps to ensure that the stories produced by New Jersey media outlets are more accurate and reflective of the communities they serve.

# \$575,000

## Grant funding secured for NJ media

The Center shared grant open calls, reviewed proposals and met with partners across the Garden State as they applied for money from the NJ Civic Information Consortium, the Google News Initiative and more. This dollar amount represents the total awarded to organizations assisted in their applications by the Center.

**“What I really admire the most about the Center for Cooperative Media is that it's very intersectional. They are very much prioritizing DEI with everything that they do.”**

— Ernest Owens, PABJ





# OTHER '22 PROGRAMS

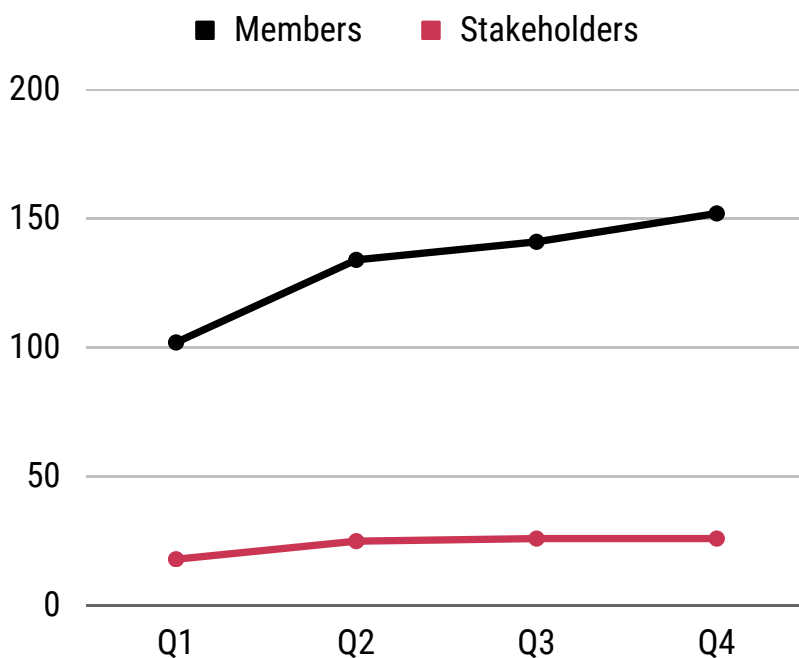
Here's a look at some of our other major undertakings and accomplishments from 2022. For more detailed information on specific initiatives, projects, and events, visit our website at [centerforcooperativemedia.org/programs](https://centerforcooperativemedia.org/programs).

PROJECTS	DETAILS	OUTCOMES
<b>U.S. Democracy Day</b>	Nationwide collaboration to highlight threats to U.S. democracy	<b>395</b> reporting partners <b>236</b> stories published <b>247+</b> zip codes represented
<b>2022 Collaborative Journalism Summit</b>	7th annual international journalism conference	<b>86</b> speakers <b>273</b> registrations <b>\$55,358</b> in revenue
<b>2022 NJ Local News Summit</b>	2nd annual statewide local journalism conference	<b>28</b> speakers <b>145</b> registrations
<b>Collaborator Q+A interview series</b>	Monthly interviews with prominent collaborative journalists and editors	<b>11</b> collaborators interviewed
<b>New Center staff members hired</b>	The Center welcomed new part-time team members	<b>2</b> new part-time staffers
<b>Cross-field collaboration research</b>	International research into how journalists work with civil society orgs	<b>155</b> cross-field collaborations <b>1,010</b> organizations <b>125</b> countries

In late 2021, the Center announced the relaunch of its flagship partner network, the **NJ News Commons**. The relaunch was months in the making and was based on the feedback of our current members at the time, the Center's own assessment of the NJNC's strengths and weaknesses, and a renewed commitment to make sure the work of the NJNC aligns with the Center's strategic priorities and principles.

# ECOSYSTEM + MEMBERSHIP GROWTH

A snapshot of the growing NJ local news ecosystem.



By transitioning to a network structure that builds relationships with **individuals**—including journalists, media creators and concerned citizens — the Center seeks to foster stronger partnerships with those directly involved in producing the news and content that inform NJ communities, as well as with local news readers and enthusiasts, and affiliated academic, community, and philanthropic institutions that round out **New Jersey's news ecosystem**.

Any organization or individual person who has a vested interest in quality news and information in New Jersey is eligible to join the NJ News Commons network. People who work directly in media, news or journalism can join as **members**; people who work outside media but want to support quality news and information can join as a **stakeholder**.



192

Total  
NJNC partners

152

Individual  
NJNC members

26

Stakeholder  
NJNC members



# 2022 BY THE NUMBERS

879

STORIES FEATURED IN THE 'DAILY NEWS ROUNDUP'

828

COLLABORATIVE JOURNALISM DATABASE ENTRIES

192

INDIVIDUAL NJ NEWS COMMONS MEMBERS

182

NJ NEWS COMMONS ORGANIZATIONS

145

FACULTY UPDATES FEATURED IN 'THE WEEKENDER'

82

STORIES TRANSLATED INTO SPANISH

27

NJ NEWS COMMONS STAKEHOLDERS





# 27

EVENTS, TRAININGS, AND  
WORKSHOPS IN 2022

# 25

MENTIONS IN PRESS AND  
INDUSTRY PUBLICATIONS

# 49

BLOG POSTS, ARTICLES,  
AND STORIES PUBLISHED



Photo by Julian Rigg





**“Stefanie Murray and her team are fantastic. We've worked with them for the past five years developing all kinds of cooperative programs in and outside the New Jersey journalism community.”**

— *Dan Sforza, NorthJersey.com*

**“I believe the Center for Cooperative Media is kind of one of the greatest assets that we have in New Jersey.”**

— *Ambreen Ali, Central Desi*



**“As a funder, you couldn't ask for a more wildly successful project.”**

— *Molly de Aguiar, IPMF*

**“Stefanie, Joe, and everybody at the Center have been an incredible source of support and friendship to TAPinto and our 80 or so owner-publishers in the state of New Jersey.”**

— *Mike Shapiro, TAPinto.net*



# ACKNOWLEDGEMENTS

The Center is grateful first to its host institution, the School of Communication and Media at Montclair State University. We'd like to thank the School's director, **Keith Strudler**, as well as College of the Arts Dean **Dan Gurskis**, for their support of this work.

We'd also like to thank partners and members of the NJ News Commons network for all the work they do to meet the news and information needs of our state's communities.

And a huge thank you to our funders, including **Montclair State University, Democracy Fund, Geraldine R. Dodge Foundation, NJ Civic Information Consortium**, and the **Abrams Foundation**, as well as the more than two dozen individual donors who made gifts to the Center this year, most notably the **Garden State Journalists Association**.

Contributors to this report include **Stefanie Murray, Joe Amditis, Cassandra Etienne, Denise Shannon**, and **Oni Advincula**.

Report designed by **Joe Amditis**.

To learn more about the Center, [visit our website](#).



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# THANK YOU FOR YOUR CONTINUED SUPPORT