

Strengthening digital platforms for newsrooms



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Apply now for \$20K to adopt, manage the platform of your choice

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JOURNALISM

Stephen,

I'm thrilled to share that [applications are now open](#) for a Knight Foundation [initiative for newsrooms](#) to optimize their use of technology by finding sustainable publishing solutions. We're inviting nonprofit newsrooms and/or newsrooms aiming to serve new audiences or markets that have been historically underserved to apply for the initiative. This year, we'll continue offering one-time grants of up to \$20,000 to 26 publishers who are looking to adopt and manage a publishing solution that can help improve their business sustainability.

We've seen the adverse effects that COVID-19 has had on newsrooms across the country. Now, more than ever, it's critical for newsrooms and publishers to adopt digital solutions that meet audiences where they are and provide new revenue opportunities.

Readers are hungry for information that's reliable, relevant and rooted in facts. To become sustainable and build trust in the communities they serve, news organizations need the tools to engage in the urgent discussions about race and equity with their users and deliver real-time updates on the coronavirus pandemic. Knight funding will help news organizations achieve these goals with the publishing tools that prioritize and enhance audience development, business development and editorial content production.

Having a good content management system will allow newsrooms to manage and distribute content to other digital platforms such as e-newsletters, Alexas or smart watches, and capture detailed analytics to help publishers make business decisions.

If your newsroom is qualified, I encourage you to [apply through News Revenue Hub's website](#) by March 31.

For more updates on our work in journalism, please follow [Knight on Twitter](#) or [visit our website](#).

Thanks,

Paul Cheung
Director/Journalism
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