

Local News Big Bet Strategic Approach

The Local News Big Bet's strategic approach centers on fostering strong local news ecosystems for all communities.

The four approaches that help the Local News Big Bet accomplish this goal are:

- **Equity:** ensure people in historically underserved communities benefit from accurate and trusted local news that reflects their lived experience
- **Engagement:** strengthen the ties between local media organizations and their communities
- **Infrastructure:** strengthen nascent and emerging local news ecosystems through essential tools, training, capacity building services, and direct financial support
- **Visibility:** create the enabling environment for news and information by supporting networks, policy, and public understanding of the sector

By using these approaches, the Local News Big Bet aims for the following long-term outcomes:

- Among communities, we seek increased reliance on, trust in, and support of local news organizations by diverse communities, as well as increased civic engagement.
- Among news organizations, we seek the spread of proven archetypes of local newsroom sustainability, as well as coordination among infrastructure, advocacy, and news organizations.
- Among institutions, we seek mobilized public and private investments in local news, policy to create an enabling environment for news as a public good, and equitable policy implementation.

Together, these long-term outcomes will ultimately create sustained public support, diverse and sustainable local news organizations, and a powerfully organized sector, all of which together will lead to the intended impact of more civically engaged communities.