JOURNALISM SUPPORT ORGANIZATION INFORMATION CARD

Organization Name
Listening Post Collective

What stage of a news business's maturity do you focus on?
We prioritize our efforts on the pre-launch stage, and make our resources available to any project or outlet who are looking to develop more community centered strategies for meeting people's information needs and strengthening local information ecosystems.

Current leadership: Carolyn Powers, Director, and Jesse Hardman, Founder and Senior Technical Advisor	**Year founded** 2013

Organization Vision A future where civic power is strengthened by equitable civic media.

Organization Mission We partner with people and organizations to develop local news and information solutions that help communities thrive.

North Star Metric
What is the primary metric you use to measure whether you're meeting your mission?

The total number of civic media projects launched using Listening Post Collective Information Ecosystem Research (IER). Our goal by 2028 is to fund 260 microgrants that help build robust and sustainable local information ecosystems.

Other Key Performance Indicators
- Total number of IER efforts
- Total dollars we've distributed in direct funding

WHO YOU SERVE AND WHY
As of Dec. 31, 2024

Who do you serve?	Any civic news provider (person, project or organization) based in the United States with a budget under $500,000 who wants to produce information based on a community's needs.
What is your value proposition to them?	We support non-traditional or frequently overlooked civic media entrepreneurs and community information actors with early-stage funding, tailored coaching and step-by-step community engagement methodologies that help them better understand and serve community information needs.
Who do you not serve?	Religious groups for religious purposes, political organizations/lobbying, fundraising events, elected officials, or organizations that do not align with our values.

HOW YOU SERVE THEM
As of Dec. 31, 2024

What programs/ services do you offer?	Who does this program serve?	What problem(s) does it solve for them?	How do you measure its success?	If money and capacity were not factors, what

				improvements would you make to this program?
Civic Information Index: An interactive index that uses 21 aggregated metrics, such as volunteer rates, library visits, housing insecurity and medical debt, to produce a civic health score for each county in the United States.	The Philanthropic Community, Journalism Support Orgs, Local and National News Outlets, Community Based Orgs, Academic Institutions, Local Government	Prospective or current media funders, researchers and practitioners don't have baseline data to share on the current state of civic health in their communities, and the impact robust local journalism has or could have in local information ecosystems. In order to accurately measure the impact of journalism beyond how many media outlets a community has, often the standard metric, the Civic Information Index provides a broader set of data to consider the role news plays in determining civic health, and helps to map drivers of engaged, informed, equitable, and healthy communities nationwide.	Funders make data-driven grantmaking decisions to invest in communities with low civic health scores. LPC can prioritize its services for prospective or current civic media entrepreneurs. Local civic media entrepreneurs have a guide for assessing their community's most urgent information needs.	The Index will become an interactive public-facing website that serves as a data repository for further local information ecosystem data collection and local media project outcomes. Metrics will be standardized so local implementers have the tools to collect consistent data points. Collected data is regularly analyzed and quarterly reports are published for ongoing learning across the field.
LPC Civic Media Playbook + Collective: A self-guided information ecosystem research tool that walks users through a step-by-step community engagement process, called Information Ecosystem Research, while also connecting	The Playbook is used by a range of stakeholders, including grassroots media entrepreneurs to launch new civic information initiatives, existing newsrooms to develop more representative coverage,	Civic news providers often lack the experience, infrastructure and resources needed to conduct a comprehensive assessment of their communities' information needs and ecosystem. We provide easy to use Information Ecosystem Research tools and methodologies, access to local datasets, access to a helpdesk for direct support, networking with civic media entrepreneurs, and micro-grants	The number of Information Ecosystem Research efforts conducted, the number of local information projects created via the Playbook, and the number of micro-grants distributed to support Playbook work.	Significantly increase micro-grantmaking to offer more Playbook users financial support as they conduct IER, and the ability for multiple grants as they move through the civic media process. Listen, Seed, Cultivate

them to a peer learning network where they can share findings and best practices through discussion boards and quarterly webinars.	universities that incorporate the Playbook's listen-first methodology into journalism curriculums and community-based organizations to strengthen their role as nontraditional yet crucial information providers.	($15-20K) as playbook users move through the Listen, Seed, Cultivate civic media process.		
Civic Media Design Partnerships: When LPC is hired to help facilitate Information Ecosystem Research (IER) on behalf of a specific community.	Prospective and existing LPC newsroom partners, funders of civic news projects	Civic news providers don't always have the capacity to conduct Information Ecosystem Research (IER) on their own. Funders of civic news projects don't know what type of project to fund locally based on the community needs and they don't have the expertise or capacity to do IER.	When Information Ecosystem Research forms the basis of a fundraising pitch that leads to funding for a civic media project.	Build a roster of consultants who can facilitate Civic Media Design work in regions that have the most need, based on the Civic Information Index.
LPC Partnership Program: A tailored power building program for a select number of LPC partners	Civic news providers who have used the LPC Playbook or civic news providers who have received an IEA from LPC Focused on selecting	After launching their projects, civic news providers lack the funding, capacity and/or expertise to take on more ambitious strategic initiatives to grow, become sustainable and make an impact on their communities. We provide both mentorship to these	Partners have individualized work plans to build more sustainable programming and organizations. Partners, with grant writing support from LPC, get grants. Partners develop budgets with diversified revenue streams and	Increased resources to establish a new cohort of media entrepreneurs utilizing LPC strategies to build nascent civic news organizations.

	newsroom partners who are from areas where information ecosystems need support and guidance.	Collective members, but also create space for them to support each other as they grow.	3-5 year strategic plans. Partners support each other in a number of capacities including editorial, organizational capacity, and more support.	
If money and capacity were not factors, what new programs/services/products would you launch?	We would execute our full 5 year strategic plan, which entails deepening our commitment to directing millions of dollars in micro-grants and direct support to help build healthier information ecosystems in hundreds of communities across the country.		
What are your lowest priority programs/services/products to continue offering and why?	Our focus is generating support and projects in communities that historically have struggled with civic health, and building robust information ecosystems. We want our services to benefit all media across the US, but our focus is on communities and organizations that need the most help.		