


Chicago Public Media.®

WBEZ
CHICAGO

CHICAGO
SUN★TIMES



A background image of the Chicago skyline and Lake Michigan, overlaid with a solid red color. The text is centered in white. In the bottom right corner, there is a small blue number '2'.

We aspire to become the *essential* and *most trusted*
news source that Chicago turns to each day for
understanding the people, events and ideas
that shape our community.



The crisis in local news

The future of local news is uncertain due to digital disruption that has changed media consumption and upended business models

1

Legacy business models are fading

2

Media consumption has shifted

3

New models are emerging

4

Innovation in journalism is flourishing



A transformational moment for local journalism in Chicago

Together we now serve **2 million
Chicagoans** a week with our public
service journalism.

WBEZ CHICAGO

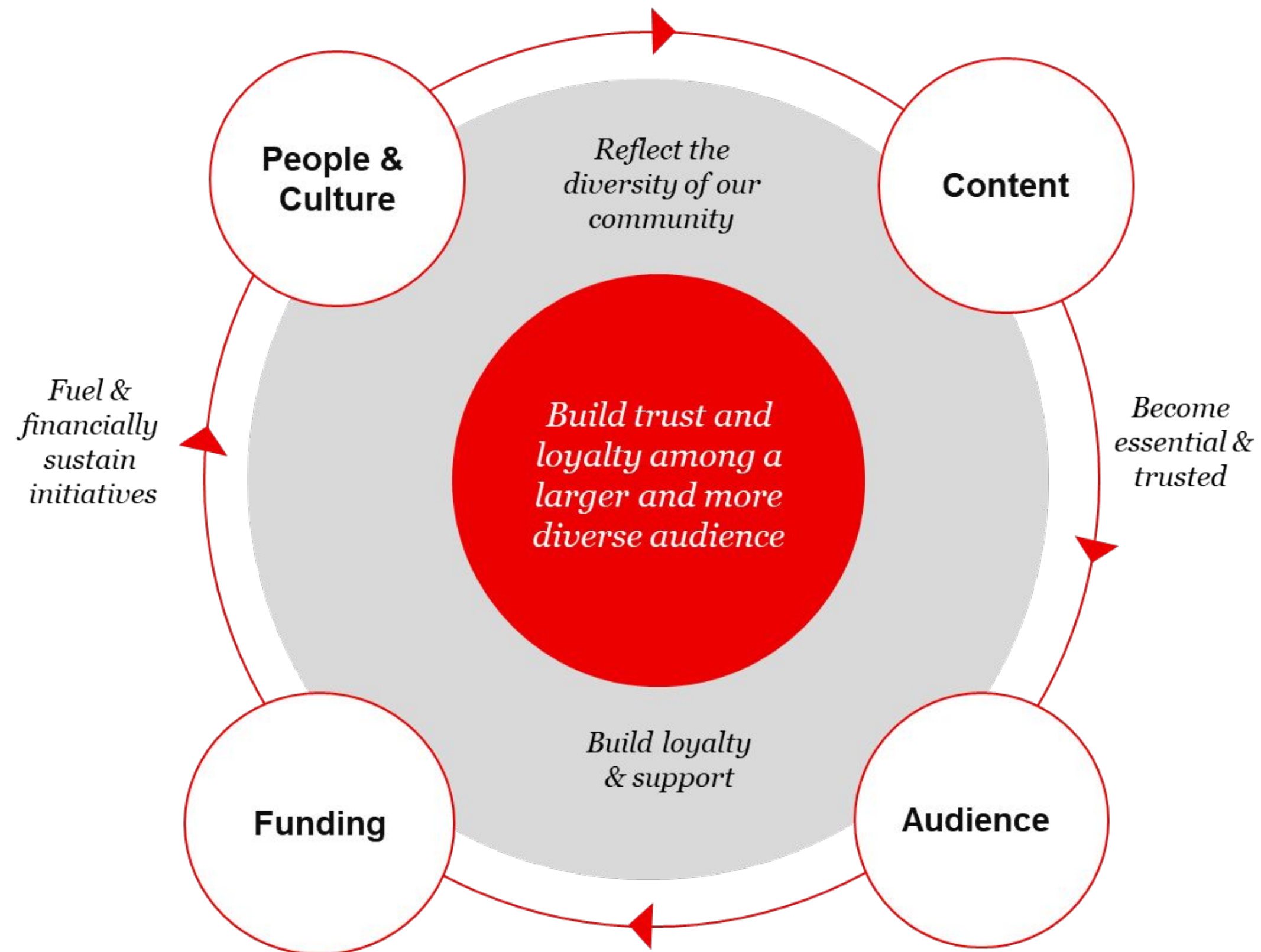
A multi-platform, community-funded news
and information service.



CHICAGO SUN★TIMES

A daily print and digital newspaper established in
1948, the “hardest working paper in America.”

The impact flywheel



Become the essential and most trusted source for understanding the people, events and ideas that shape our community

1

Topic Expansion

2

Enterprise Journalism

3

Community Engagement & Collaboration

4

New Content for Young & Diverse Audiences



Laura Vergara / WBEZ

[Politics](#) • [Illinois Primary 2022](#)

Polling places across Illinois opened at 6 a.m. and close at 7 p.m. We break down 13 key races – including governor and secretary of state – to help you cast an informed ballot.





AUDIENCE

**Grow the size, diversity,
engagement and trust
of our audience**

1

High-Impact Reporting

2

Digital Products

3

Addressable Relationships

**Strengthen membership,
development and sponsorship to
provide a growing source of
sustainable revenue**

1

Digital Membership

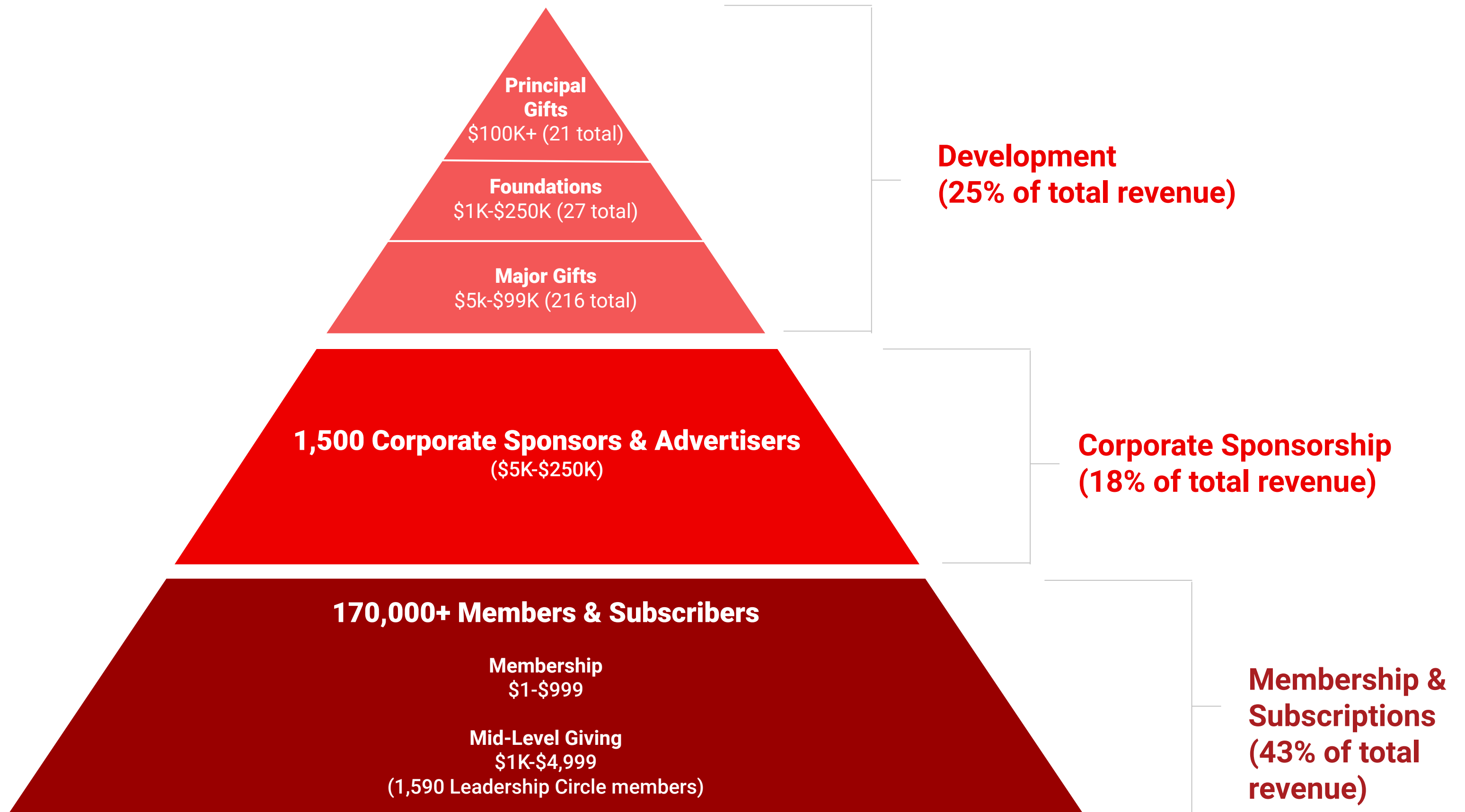
2

Deepening Relationships to Fuel Support

3

New Products

Chicago Public Media Funding Pyramid



Community support is the foundation for a new model of financially sustainable local news



Transformational support

\$61 million in multi-year philanthropic gifts from 11 donors and foundations provide catalyst for investments in local journalism.



Digital membership

Our financial model also relies on growth in building a digital membership program for the Chicago Sun-Times.



PEOPLE & CULTURE

**Attract, retain and grow
a diverse staff and provide them
with equitable and inclusive
development opportunities**

1

Recruiting

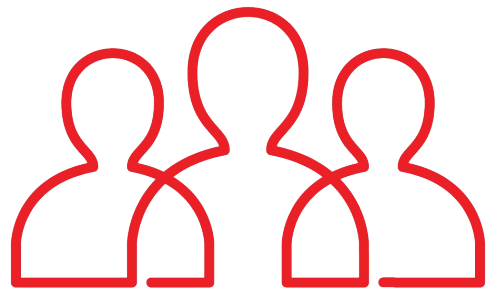
2

Professional Development
& Career Opportunities

3

Participatory Planning
& Organizational Clarity

How we'll know if we're succeeding



Diversity




Impact



Engagement



Support

The background of the image is a photograph of the Chicago skyline, including the Willis Tower, viewed from across Lake Michigan. The foreground shows a paved walkway and a person walking a dog. The entire image is covered with a semi-transparent red overlay.

“As a nation, we’re experiencing a dangerous lack of trust in our institutions, our leaders and even each other. Solid local journalism can help rebuild that trust...To function well, communities in a democracy must be informed and engaged. *The partnership of the Sun-Times and WBEZ will help Chicago move in that direction.*”

– Alberto Ibargüen, President and CEO,
John S. and James L. Knight Foundation

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