

tiny news collective

News Release

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The Tiny News Collective (TNC) announced today a \$200,000 commitment from the Google News Initiative (GNI). The funds will be used to inaugurate the Tiny News Collective Launch Fund, which will provide financial support to the first cohort of emerging newsrooms, which will be onboarded to the Tiny News platform over the coming months. The funds also will allow the Collective to hire an interim executive director.

“These funds help us address two immediate needs for TNC: a way to provide financial assistance to founders, an essential and needed resource as they work to launch their newsrooms and a way to focus on securing additional resources for them,” said André Natta, TNC board president. “We’re grateful for this support from the Google News Initiative. We see this as a significant first step in the creation of a true funding pipeline for local startup newsrooms.”

The new Launch Fund is a key element of the Collective’s mission to support founders who are underrepresented in media ownership. Through this Fund, we will invest directly in founders from communities that have been historically shut out of media and media ownership.

“A common theme we hear from founders who have started their own news organizations is how difficult it was for them to build their organizations while still earning enough to cover for their cost of living,” said Heather Bryant, deputy director for product at News Catalyst, which is helping launch the Tiny News Collective. “This support will be a valuable tool in creating the capacity for founders to launch their own news organizations.”

There are huge disparities in who has access to capital, both private and philanthropic, to launch a news site. The Tiny News Collective aims to help level that playing field.

“In the 3 years since launching the GNI, we’ve focused on reducing the technology and operational barriers to allow journalists to focus on reporting,” said Ben Monnie, director of global partnerships solutions, news & publishing, at Google. “This partnership with Tiny News Collective will extend that strategy to even more early stage entrepreneurs in the US.”

More details about the Launch Fund and the interim Executive Director position will be announced soon. Applications for the first cohort of Tiny News Collective founders are open through April 11. More information can be found at the TNC website here: <https://tinynewsco.org/application>.

Part classroom, part incubator, part platform -- the Tiny News Collective’s unique all-in-one structure and services are designed to give founders the best possible chance to reach sustainability. The Collective aims to launch 500 sustainable local news sites over the next three years, focused on communities that are unserved or underserved by existing media.

News Catalyst, supported by the Knight-Lenfest Local News Transformation Fund, is leading product and

technology. LION Publishers, an association serving aspiring and existing independent news entrepreneurs, is developing the training, onboarding and community elements of the project in partnership with the Google News Initiative.

The Google News Initiative represents Google's largest-ever effort to help journalism thrive in the digital age. Through its partnerships, programs and products, GNI works with thousands of organizations worldwide to support quality independent journalism, financial sustainability, and development of new technologies that drive innovation. Google is investing \$300 million over three years to energize these collaborations, and to lay the foundation for new products and programs for a diverse set of news publishers, to benefit the entire ecosystem. For more information, visit <https://newsinitiative.withgoogle.com/>

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