

The Lenfest Institute for Journalism



2018-2019 Impact Report



About The Lenfest Institute



Created in 2016 by philanthropist H.F. “Gerry” Lenfest, The Lenfest Institute for Journalism is a unique non-profit organization whose sole mission is to build sustainable business models for local journalism. The Institute’s goal is to transform the news industry in the digital age to ensure that high-quality local journalism remains a cornerstone of our democracy.

Lenfest gifted to the Institute an initial endowment of \$20 million and a subsequent \$40 million challenge gift for investment in high-impact journalism, initiatives that serve diverse, growing audiences, and news technology and innovation. Lenfest also gifted his ownership of The Philadelphia Inquirer to the Institute. The Inquirer is now operated as a for-profit public benefit corporation, and it serves as a live lab for the Institute’s innovation efforts and a primary focus of its grant making. The Lenfest Institute for Journalism is part of The Philadelphia Foundation’s Special Assets Fund.

“Where better than Philadelphia to
invent the future of the free press?”

★ **H.F. “Gerry” Lenfest**



One Mission



Three Priorities

High-Impact Journalism

Quality, in-depth reporting remains the fundamental value proposition between local news organizations and their audiences. The Lenfest Institute invests in indispensable, public-benefit journalism for the communities it serves.

Diverse, Growing Audiences

Diverse and inclusive newsrooms attract diverse and growing audiences. Our investments in newsroom diversity, community listening projects and multi-cultural news media address one of journalism’s biggest challenges and one of its greatest opportunities.

News Technology & Innovation

To survive and to thrive, local news enterprises must be nimble, tech-enabled and committed to constant innovation. Investing in the technical muscle of news organizations and introducing new tools improve customer experience, audience engagement and operational efficiency, all key to business sustainability.

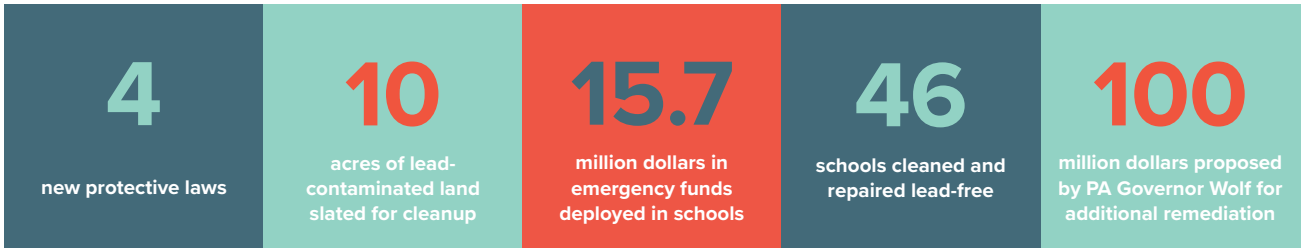
Investigative Journalism

The Lenfest Institute has invested substantially in the expansion of The Inquirer’s Philadelphia-based Investigative News Team and Spotlight PA, its investigative statehouse bureau in Harrisburg. The two efforts employ 22 people focused exclusively on investigative reporting, an increase from seven in 2016. The Inquirer “I-Team” is now among the largest investigative teams at any regional news organization in the United States.

Toxic City, a multi-year “I-Team” investigation into the ongoing struggle to protect Philadelphia’s children from environmental harm, was named a finalist for the Pulitzer Prize in Local Reporting. The reporting has resulted in major legal action, policy change, and both city and state commitments to fund school clean-up.



Toxic City: one Inquirer investigation; thousands of lives changed



Leaders of the **Glen Mills Schools** hid a long history of violence against students, which was uncovered by Inquirer reporter Lisa Gartner. Her reporting resulted in swift and lasting change.

Cause and Effect: Glen Mills Investigation



Collaborative Reporting

Collaboration is the foundation of high-impact work that the Institute supports across our city, region and state. The Lenfest Institute launched **Spotlight PA**, an investigative, non-partisan newsroom, which shares its content widely, for the benefit of every Pennsylvanian. **Spotlight PA** is powered by The Philadelphia Inquirer in partnership with the Pittsburgh Post-Gazette, PennLive/The Patriot-News, and PA Post.



Spotlight PA is the largest investigative newsroom in Pennsylvania dedicated to covering the state government and urgent statewide issues. **Spotlight PA** has already had major impact: An investigation uncovered millions of dollars in hidden campaign spending by state lawmakers, igniting a new effort to strengthen oversight. In addition, **Spotlight PA** revealed that the Pennsylvania State Police had quietly stopped tracking the race of drivers who get pulled over, making it difficult to detect potential racial profiling. The story prompted the State Police to reverse course and resume collecting the data. **Spotlight PA** also broke the story of the state’s largest community college eliminating its campus mental health counseling for 17,000 students. The college has since announced it would partner with a firm to provide these services.

Broke in Philly is a collaboration between 24 newsrooms and academic partners providing coordinated and solutions-focused reporting on poverty and economic justice in Philadelphia, America’s poorest big city. The project’s goals are to provide rigorous reporting on economic mobility in Philadelphia, to examine the complex causes of economic insecurity and highlight



effective approaches to its alleviation, and to elevate the voices of those with lived experience. **Broke in Philly** is a project of **Resolve Philadelphia**. The Lenfest Institute has been the lead financial supporter of its work.

News Technology and Innovation

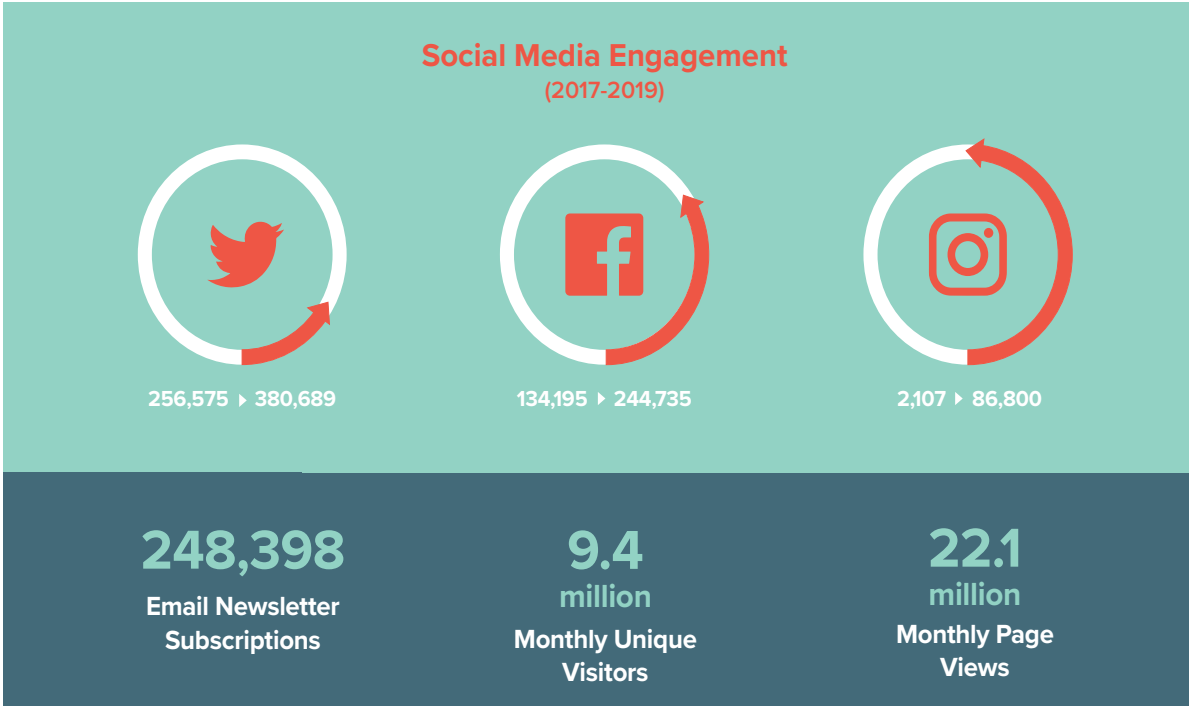
To survive and thrive, local news enterprises must be nimble, tech-enabled, and committed to constant innovation. That’s why The Lenfest Institute has invested substantially in new technology within The Philadelphia Inquirer and throughout the local news industry.

In order to meet reader demand, local news organizations need to invest in technical infrastructure to improve digital product experience, deepen community engagement, and effectively generate new digital revenue. The Institute has also supported The Inquirer’s transition to a state-of-the-art publishing system created by The Washington Post. The Inquirer’s 30-person product development team has placed innovation and superb user experience at the forefront of the newsroom’s work.

The **Lenfest Local Lab** is the Institute’s new product development and innovation team. The Lab partners with The Inquirer on next-generation news products. The Lab created an interactive text-messaging news service that provided Pennsylvania and New Jersey voters with answers about candidates and issues. The Lab’s location-aware dining app, Philly Eats, provides award-winning Inquirer restaurant critic Craig LaBan’s reviews and dining advice to users based upon their physical location in the Philadelphia area.

The Lab recently won Google’s Local News Innovation Challenge and is now partnering with The Inquirer to create neighborhood-focused email newsletters that combine hyperlocal community journalism, public data, and automated feeds of news.

Growth in Digital Audience The Philadelphia Inquirer

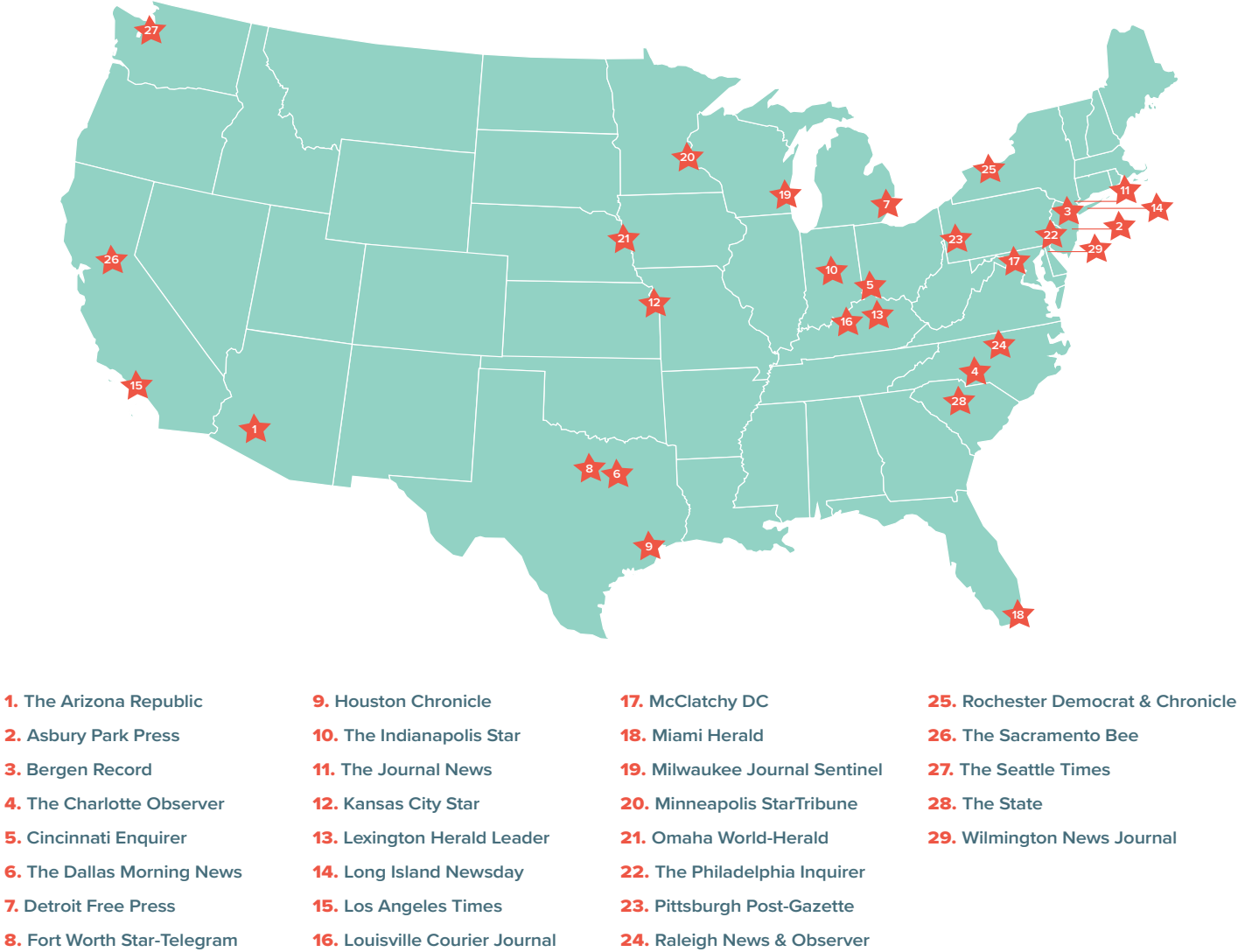


Local Leadership, National Impact

The Lenfest Institute partners with newsrooms and organizations across the country to amplify our work. This work brings financial resources to Philadelphia and enables the Institute to share industry expertise and business innovation with newsrooms and grantee organizations across the United States. The Institute has partnered with the Knight Foundation, Democracy Fund, The American Press Institute, Facebook, Google, and others to create innovative training programs, develop new publishing technologies, and facilitate ongoing knowledge sharing. The Institute is working with nearly 30 news organizations as part of the Knight-Lenfest Newsroom Initiative which provides leading change management processes and strategic advice to news organizations.

Lenfest Institute National Impact

News organizations supported by Knight-Lenfest programming



Diverse, Growing Audiences

The Lenfest Institute considers diversity, equity and inclusion a business imperative in all of our work. Diverse and inclusive newsrooms attract diverse and growing audiences. Our investments in newsroom diversity, community listening projects and multi-cultural news media address one of journalism’s biggest challenges, and one of its greatest opportunities.

Working with The Inquirer and partners across Philadelphia, we are focused on a holistic and integrated approach to addressing diversity challenges. In 2019, The Inquirer continues to transform its news operation, placing a strong focus on diverse voices, diverse backgrounds, and diverse news coverage that is representative of all of Philadelphia.

The Changing Inquirer Newsroom

	2017	2018	2019
People of Color	16%	17%	24%
Women	39%	42%	43%

In 2019, 56% of new hires were women and 31% were people of color

The Institute launched **The Lenfest Fellows program** in 2018, hiring six emerging, native-digital journalists of color for a two-year residency in The Inquirer newsroom. The Fellowship provides journalists with training and mentorship as they work on news desks throughout the newsroom. The program’s overarching goal is to hire, train and mentor early-career, talented journalists of color both for their benefit and that of the larger news enterprise and community served.

In April 2019, Lenfest Fellow Jesenia De Moya Correa helped launch **El Inquirer**, a Spanish-language section on The Inquirer’s website. She has reported and translated stories on everything from Mexican Day of the Dead festivities to immigrant families facing deportation. “I learned that, in addition to more community-driven reporting, readers wanted to be able to understand these stories better by reading them in their native language,” De Moya Correa told the local news website Billy Penn, which recently profiled her work.

The Fellows have contributed meaningfully to news coverage at both The Inquirer and at partner news organizations including WHYY, WURD Radio, and NBC10.

In addition to their regular news beats, the Fellows created **Made in Philly**, a series of articles highlighting young Philadelphia residents working to address challenges in communities across the city. The Inquirer has published more than 20 **Made in Philly** stories spotlighting young changemakers and groups throughout the city such as mental health advocates, LGBTQ+ community leaders, and providers of services to young mothers.

Four of the six inaugural class of Lenfest Fellows have now joined The Inquirer in full-time jobs. Fellow Heather Khalifa won an Emmy Award for the production of her video and front-page feature story, **Warrior Spirit**, about a community’s response to gun violence.



You need
the news.

III

And now,
more than
ever, the news
needs you.

Quality, in-depth reporting remains the fundamental value proposition between local organizations and their communities. The Lenfest Institute’s core mission is focused on supporting accountability journalism that makes a difference.

These deeply reported stories would not be possible without the support of individuals like you.

To learn how you can continue to support the Lenfest Institute, please visit www.lenfestinstitute.org

2018 Financial Results

At the close of 2018, The Lenfest Institute endowment stood at \$51.6 million. During 2018, \$5.5 million was distributed as grants to other organizations, including The Philadelphia Inquirer. The following outlines the performance of the endowment during 2018:

2018 Endowment Performance

Endowment at 12/31/17	\$	30,259,500
Investment Losses	\$	(1,768,992)
Endowment Draw	\$	(1,862,618)
Gifts, Grants and Pledges collected	\$	24,933,702
Endowment as of 12/31/18	\$	51,561,592

2019 Board of Managers

- Sarah Bartlett**
Dean, The Craig Newmark Graduate School of Journalism at the City University of New York

Amanda Bennett
Director, Voice of America

David Boardman (Chair)
Dean, Lew Klein College of Media and Communication, Temple University

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Executive Director and CEO, The Lenfest Institute

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The Lenfest Institute for Journalism
801 Market Street, Suite 300
Philadelphia, PA 19107

www.lenfestinstitute.org
info@lenfestinstitute.org
215-854-5600