



# Vision Statement

As coverage by regional newspapers continues to shrink, fewer people are able to pay attention to the actions of the city council, the success of local schools, or issues of everyday interest and importance to our community. If we do not continue to report the news, the only news available will be a mix of niche online websites and postings by individuals each offering little substantive coverage often with bias or incorrect information. In short, our community's news will be under-reported or not reported, and the information that is reported may come from less than reputable sources.

For the past 17 years we have been reporting on important issues so Irving, Grand Prairie and Coppell residents can make informed decisions and hold their local government accountable.

Ultimately, the loss of local responsible coverage not only affects the way residents see the community, but how perspective businesses and people outside the city view the community.

Your investment through advertising or partnership will provide the community with access to the news while informing the readers that you are here for them.

## Catagories for Funded Reporting

### **Rambler**

- Governmental
- Health & Medical
- Hospitality & Entertainment
- Non-profit & Lifestyle

### **DFW NewsFlash**

- Military
- Commercial and Civil Aviation
- Unmanned Aircraft
- Trains & Automotive

# Funded Reporting on Health & Medical

- Funded reporting is used to pay for independent coverage of topics that advertising currently does not support. We are starting with the category of Governmental coverage for our market area. The money raised through funding agreements will be used to provide monies for a dedicated reporter and the other costs required in covering and reporting governmental issues.
- The goal for this category is \$80,000. Examples of organizations covered include local impact of national & state issues, local hospitals, clinics, medical professionals, local concerns.
- Rambler Newspapers has adopted Guiding principles for newsrooms receiving funding created by the American Press Institute

## Partnership Benefits

- Funded Reporting provides an opportunity for corporations to create visible marketplace exposure, greater community involvement, and strong brand awareness.

### Leaders of Journalism Sponsor Level \$12,000 (\$1,000 per month)

- 12 month listing as Leaders of Journalism Level Partner on the Rambler Newspapers website (includes logo + link +50 word description)
- Weekly recognition in the hardcopy of the Rambler Newspapers
- 6 quarter page advertisements printed in hardcopy and posted online.
- 2 advertorial in Rambler Newspapers
- 2 podcasts about your organization or company
- (only offered to sponsors) Prominent logo placement at the start and end of each Email Blast
- (only offered to sponsors) Social media promotion to thousands of people interested in the Irving, Grand Prairie and Coppell area in conjunction with articles and podcasts
- (only offered to sponsors) Inclusion of a mention with key company messaging that you provide at the beginning and end of various podcasts. (only offered to sponsors) On-Demand version of podcasts available on our website with anytime, anywhere access

### Promoters of Journalism Sponsor Level \$9,000 (\$750 per month)

- 3 quarter page advertisements printed in hardcopy and posted online.
- 1 advertorial in Rambler Newspapers
- 1 podcast about your organization or company
- (only offered to sponsors) Social media promotion to thousands of people interested in the Irving, Grand Prairie and Coppell area in conjunction with articles and podcasts
- (only offered to sponsors) Prominent logo placement at the start and end of each Email Blast
- (only offered to sponsors) Inclusion of a mention with key company messaging that you provide at the beginning and end of various podcasts.
- (only offered to sponsors) On-Demand version of podcasts available on our website with anytime, anywhere access

### Friends of Journalists Sponsor Level \$6,000 (\$500 per month)

- (only offered to sponsors) Social media promotion to thousands of people interested in the Irving, Grand Prairie and Coppell area in conjunction with articles and podcasts
- (only offered to sponsors) Prominent logo placement at the start and end of each Email Blast
- (only offered to sponsors) Inclusion of a mention with key company messaging that you provide at the beginning and end of various podcasts.
- (only offered to sponsors) On-Demand version of podcasts available on our website with anytime, anywhere access
- if needed, we can work with you to create a custom sponsorship to reach your target audience

# Guiding principles for newsrooms receiving funding

By the American Press Institute

## Editorial independence

- News organizations should retain editorial control. They should not relinquish legal and ethical responsibilities to funders or to the public.
- News organizations should not allow pre-publication editorial review, and never accept directed conclusions from funders.
- Journalists should not promise outcomes in advance.
- News organizations should have a review process to determine whether to accept and how to handle funds for limited purposes, such as coverage of a beat or issue, especially if funders have an interest in related policy outcomes.

## Communications with funders

- Independent journalism is a public good. Journalism can produce impact and change, but news organizations cannot and should not promise specific outcomes. News organizations can, however, summarize what they have learned during the course of their work.
- News organizations should clearly inform funders of the news organization's mission and guiding values.
- News organizations should help funders understand that support for independent media is in their interest and differs from that of PR and advocacy organizations.
- News organizations have a strong preference for general support on the principle that it best preserves independent journalism. Any fundraising policy should clearly state conditions governing acceptance of general support, coverage of issues and beats, and coverage of specific projects and stories.
- When civic or community engagement is part of a grant, journalists and funders should agree in advance what that means
- When possible, news organizations, not funders, should initiate conversations about the journalism they wish to produce. In cases where a funder contacts a news organization first, it is better if the coverage areas being dis-

cussed should already be part of the news organization's portfolio, or on a list of projects or beats for which the journalists are seeking funding.

News organizations should have written policies that establish these principles of editorial independence, transparency and communication, which will be the starting point of any interaction with funders.

## Transparency

- News organizations should aim for the highest practicable degree of transparency regarding editorial, donor and business standards and operations, both as a matter of journalistic integrity and because of the transparency journalists demand from other institutions.
- News organizations should clearly disclose their ethics policies, mission statements, conflict of interest policies and fundraising policies on their websites.
- News organizations should clearly disclose their federal tax returns, audited financial statements and basic information about the staff and board of directors on their website; they should also explain how to contact the newsroom to report errors or make complaints on their websites.
- Donor information should be readily available to the public. The public should know who paid for the journalism. Projects funded by specific funders should include notifications to the public.
- News organizations should consider in advance how funding decisions will be explained to the public, including critics. Avoid acceptance of funding when it would compromise the integrity or credibility of the journalism.
- News organizations should accept anonymous donations, including from donor advised funds, only under carefully considered conditions. To do so, each news organization should develop criteria before considering donations.
- News organizations should also encourage all donors to be public and should explain the importance of transparency to the credibility and impact their work.

# Mission Statement

## Rambler Newspaper

To report and record the people places and events of Irving, Grand Prairie and Coppel TX.

## DFW NewsFlash

To report on aviation and transportation in the North Texas area

The First Amendment places a particular responsibility on people involved with newspapers. Journalist are required to not only have a firm control and understanding of th english langauge but to also maintain a standard of integrity proportionate to their journalistic obligation and are encouraged operate with a highest ethical and professional standard.

### Responsibility

Rambler Newspaper's primary purpose is the of gathering and distributing news and opinion to benefit the community by informing our readers and enabling them to make their own judgments on the issues. We not only strive to inform or just to serve as a forum for debate but also to be an independent observer on various forces of power in the community, including the conduct of local government.

### Independent

Rambler Newspapers is independently owned and operated. The owners have lived and worked in the coverage area for more than 30 years. Many of the staff have also lived in the coverage area long-term.

### Truth and Accuracy

We make every effort to assure that the news content is accurate, free from bias and in context, and that all sides are presented fairly. Significant errors of fact, as well as errors of omission, are corrected promptly.

### Fairness

As journalists we respect the rights of people involved in the news, observe common standards of decency and stand accountable to the public for the fairness and accuracy of our news reports. Anyone publicly accused is given the earliest opportunity to respond. Pledges of confidentiality to our news sources are honored at all costs. We keep our confidences unless there is clear and pressing need to maintain confidences, sources of information will be identified.

### Impartiality

To be impartial does not require the us to be unquestioning or to refrain from editorial expression. Sound practice, however, demands a clear distinction for the reader between news reports and opinion. Any editorials, articles or commentary is identified as such and paid content is clearly identified.