



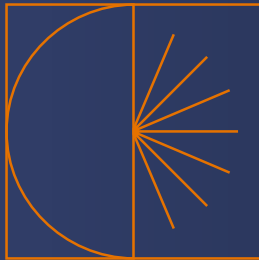
KARSH INSTITUTE OF DEMOCRACY



# VIRGINIA LOCAL NEWS ECOSYSTEM

*A report by the University of Virginia's  
Karsh Institute of Democracy  
and Virginia Humanities*

# Study

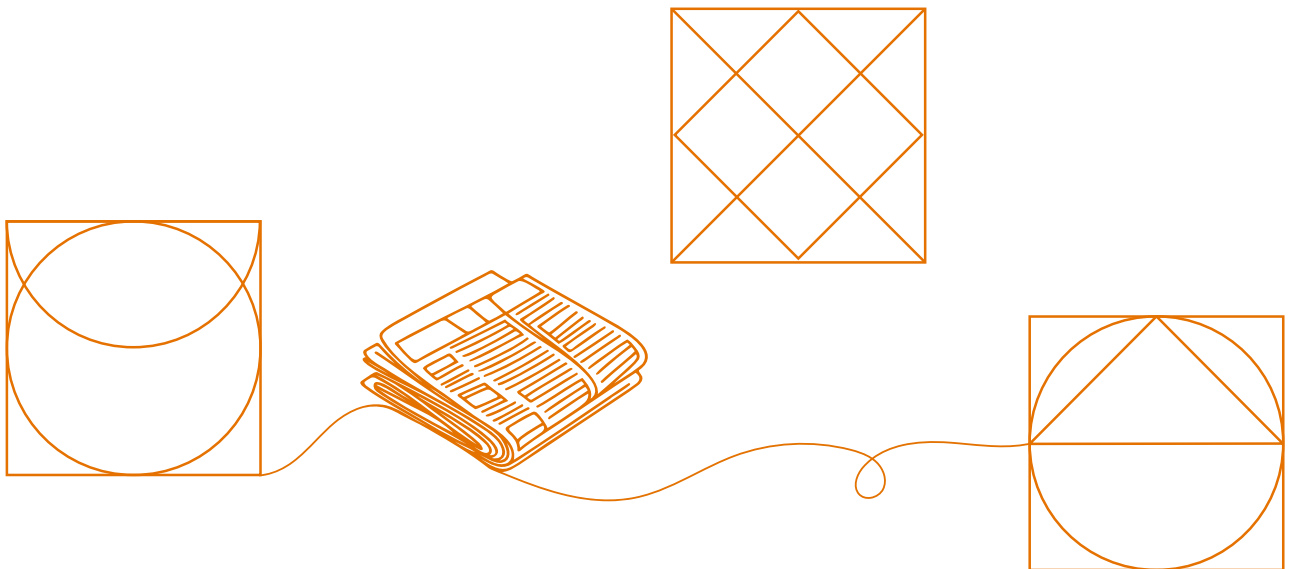


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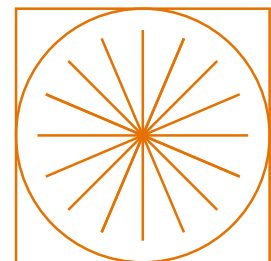
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*“I am persuaded that the good sense of the people will always be found to be the best army. They may be led astray for a moment but will soon correct themselves. The people are the only censors of their governors, and...[t]o punish [their] errors too severely would be to suppress the only safeguard of the public liberty. The way to prevent these irregular interpositions of the people is to give them full information of their affairs through the channel of the public papers, and to contrive that those papers should penetrate the whole mass of the people.”*

—THOMAS JEFFERSON, 1787



## I. OVERVIEW

A strong connection exists between a robust democracy and vibrant news media. Widespread concern exists today, however, about how the challenges facing local journalism across the United States will affect civic life. In recognition of the vital role of local news in informing and connecting communities and enabling people to hold those in positions of power accountable, the University of Virginia’s Karsh Institute of Democracy, in partnership with Virginia Humanities, undertook the Virginia Local News Ecosystem Study to develop a baseline understanding of the media outlets serving the Commonwealth of Virginia.

Local news outlets tend to be viewed as trusted sources of information. In a national survey conducted by the Karsh Institute during the 2024 presidential election, 65% of respondents said they had greater trust and confidence in local news media “when it comes to reporting the news fully, accurately, and fairly” compared to just 46% who said the same of national news media. 56% reported in the survey that “within the past 24 hours” they had “read about politics on social media,” and yet 65% also said they did not have very much trust or “not much at all” in the social media sites they visited when it came to “reporting news fully, accurately, and fairly.”

Building on the foundation of trust in local news, this landscape assessment aims to capture all conventional media outlets that provide local news and information about Virginia, identifying their areas of coverage, categorizing types of stories and content topics, and surveying those outlets to surface their key needs and priorities. In addition to providing a clearer picture of local journalism in the Commonwealth, we intend for this study (1) to be a resource for those who want to support a flourishing ecosystem of local news and information and (2) to elevate the importance of local journalism as a cornerstone of accountability, civic connection, and engagement in public life.

This study is a first step toward understanding the complex and dynamic information ecosystem in Virginia. It does not capture the entire information environment, including nonconventional sources of news and information such as YouTube, Substack, and podcasts. The scope of this study is to provide a landscape assessment of conventional media outlets that is informative on its own and can serve as a foundation for additional research that would capture a more comprehensive picture of the information environment in the Commonwealth.

## THE VIRGINIA NEWS ECOSYSTEM AT-A-GLANCE

**277** outlets offer news and information about Virginia and Virginia residents

- 76.5% are for-profit entities
- 23.5% are nonprofit entities (more than half of which are at institutions of higher education)
- 16 outlets (6%) are based outside of Virginia

**62%** of outlets produce news in both print and digital formats, meaning they produce print publications and maintain an online presence. **15%** are digital-only outlets without accompanying print publications.

**38%** of outlets provide news daily, which is the largest share, followed by **29%** that produce news on a weekly basis.

**85%** of 2,518 stories analyzed covered news events

- 10% were enterprise or feature stories
- 5% were opinion pieces

### Topics of news coverage:

- 17% of stories focused on business and the economy
- 16.9% focused on local people and groups
- 14.5% focused on arts and culture
- 14.1% focused on sports

**20%** of responding outlets are less than five years old

- 6% were founded within the past two years
- 73% were founded more than 10 years ago

**78%** of responding outlets reported audience growth over the past two years

- 85% experienced growth in their digital audiences
- 6% reported an overall audience decline

**63%** of responding outlets employed five or fewer full-time staff

- 16% employed no full-time staff
- 49% reported that growing their staff and/or audience is necessary for their organization to survive in the current market

**56%** of responding outlets said their top staffing priorities include business and revenue capabilities

- 49% said they need more reporters
- 42% said they need more digital and technical capabilities

**94%** of responding outlets reported using social media to reach audiences, with Facebook, Instagram, Twitter/X, and YouTube being the most used platforms.

*\*In most instances, percentages were rounded to the nearest whole number for clarity.  
Data presented in this report is accurate as of the date of collection.*

## TOP-LINE FINDINGS

Below are some high-level insights from the first Virginia Local News Ecosystem Study, produced by the University of Virginia’s Karsh Institute of Democracy in partnership with Virginia Humanities. This landscape assessment is modeled after the Maryland Local News Ecosystem Study produced by Tom Rosenstiel and his research team at the University of Maryland’s Philip Merrill College of Journalism. This study consists of three main parts: an inventory of outlets, an analysis of coverage, and a survey of outlets.<sup>1</sup> A thumbnail sketch of each outlet inventoried follows later in this report (Section VI), along with a more detailed methods section (Section VII).

## INVENTORY

Researchers identified 277 outlets producing news and information about the Commonwealth. Those outlets include TV and radio stations, newspapers and magazines, and digital platforms and websites. We included outlets at institutions of higher education in this inventory—although they are not professional journalistic outlets—because they serve as sources of news for their communities and as important pipelines for professional journalism. Outlets that are based in Virginia but exclusively or primarily focus their coverage on national news or issues were not included in this inventory. The main takeaways from this inventory include:

- For-profit outlets make up the majority of news organizations in Virginia at 76.5%, while nonprofit outlets account for the remaining 23.5%.
- More than half of the nonprofit outlets (37 of 65) are student-led at colleges and universities.
- Nonprofit and for-profit news organizations are distributed roughly proportionally across outlet types—e.g., TV, print and digital, or digital only. Radio is an exception, with 63% of outlets as nonprofits, making it the only mode of news distribution in which nonprofits outnumber for-profit outlets.
- Outlets are more heavily concentrated in major metropolitan areas throughout the state, particularly in Northern Virginia, while the number of outlets in rural areas is significantly lower (see Section II).
- A majority of news outlets (62%) publish in both print and digital formats, meaning they produce print publications and maintain an online presence. Digital-only outlets without accompanying print publications account for nearly 15%.
- Among nonprofit outlets, 22% are digital-only publications, compared to 13% of for-profit outlets.
- During the five-month period of this study, at least three outlets closed, including the *Times-Virginian*,<sup>2</sup> and several merged, including two outlets that formed the *Piedmont Journal Recorder*,<sup>3</sup> suggesting the local media landscape is evolving.
- Daily news coverage makes up the largest share of coverage, accounting for 38% of the outlets, followed by 29% that produce on a weekly schedule.

<sup>1</sup> Tom Rosenstiel. “[Maryland Local News Ecosystem Study](#).” University of Maryland Philip Merrill College of Journalism. Accessed April 2024.

<sup>2</sup> “[Times-Virginian announces decision to close](#).” *Times-Virginian*. February 6, 2025.

<sup>3</sup> “[Friday Will Be Special](#).” *The Piedmont Journal Recorder*. February 13, 2025.

## ANALYSIS

We analyzed news content in more than 2,500 articles produced by print-and-digital and digital-only outlets, capturing story type, authorship, and topics of coverage. Key takeaways from this analysis include:

- Of the 2,518 stories examined, the overwhelming majority of coverage across outlets focused heavily on news events (85%). 10% were enterprise stories, featuring original or investigative reporting, while opinion writing made up 5%.
- A majority of news content produced by outlets in Virginia was written by “bylined” authors (65%).
- 93% of articles produced by student-led outlets at institutions of higher education were from “bylined” authors.
- Among the 14 areas used to classify story topics, the most commonly covered topic areas across all outlets included “business and economy” (17%), “local people and groups” (16.9%), “arts and culture” (14.5%), and “sports” (14.1%).
- The most frequently covered topics in news event stories were connected to “business and economy” (17.4%). Enterprise stories most often focused on “local people and groups” (37%) and “arts and culture” (33%). Opinion writing tended to focus on “arts and culture” (32%), followed by “social issues and religion” (19%).
- Nonprofit outlets’ coverage tended to focus of the topics “arts and culture” and “local people and groups,” and for-profit outlets’ coverage tended to focus on the topics of “business and economy” and “sports.”
- Among nonprofit outlets, those that are student-led at colleges and universities devoted significantly more coverage to sports (26%) than other nonprofit outlets (6%).

## SURVEY OF NEWS AND INFORMATION OUTLETS

We surveyed every outlet identified in the inventory to understand their operations and current priorities and needs. We received responses from 81 outlets, for a 29% response rate, with roughly proportional representation from print, broadcast, and digital-only outlets, as well as from nonprofit and for-profit outlets. Key takeaways from the survey include:

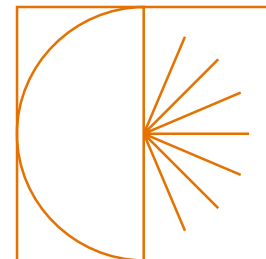
- 78% of survey respondents reported an increase in audience size over the past two years, and 85% said their digital audience had increased.
- 63% of outlets operate with five or fewer full-time employees, and 49% identified increasing staff capacity and/or growing their audience as critical to their long-term survival.
- 56% of outlets surveyed identified business and revenue capabilities as a top staffing priority, and 49% said they need more reporters. More digital and technical capacity was also cited by 42% as a top priority. 79% cited limited resources as the primary barrier to meeting their staffing priorities.
- A majority of responding outlets (63%) reported operating on annual budgets under \$250,000 with five or fewer full-time employees.

- 20% of responding outlets were less than five years old. 73% were founded more than 10 years ago and 6% were founded within the past two years.
- 46% of respondents reported that they either have low confidence or are uncertain that their organizations would be financially solvent in five years, whereas 54% said they are confident that their organizations would be financially solvent five years from now, with confidence levels varying between for-profit and nonprofit outlets.
- 55% of outlets have diversified their revenue streams in the past two years, including through events, tiered memberships, and expanded marketing, as part of broader efforts to achieve long-term sustainability.
- Among nonprofit outlets that responded, 63% said that an initial grant or donation was essential when launching their organization. Over half (60%) of those initial contributions were less than \$250,000.
- Nearly all survey respondents (94%) reported using social media to reach audiences, yet 24% also identified social media as one of their biggest competitors. Facebook, Instagram, Twitter/X, and YouTube are reported as the most used platforms.
- Several outlets reported exploring new approaches to coverage, such as adding podcasts or piloting new programs targeted to specific audiences.

*56% of outlets identified business and revenue roles as a top staffing need*

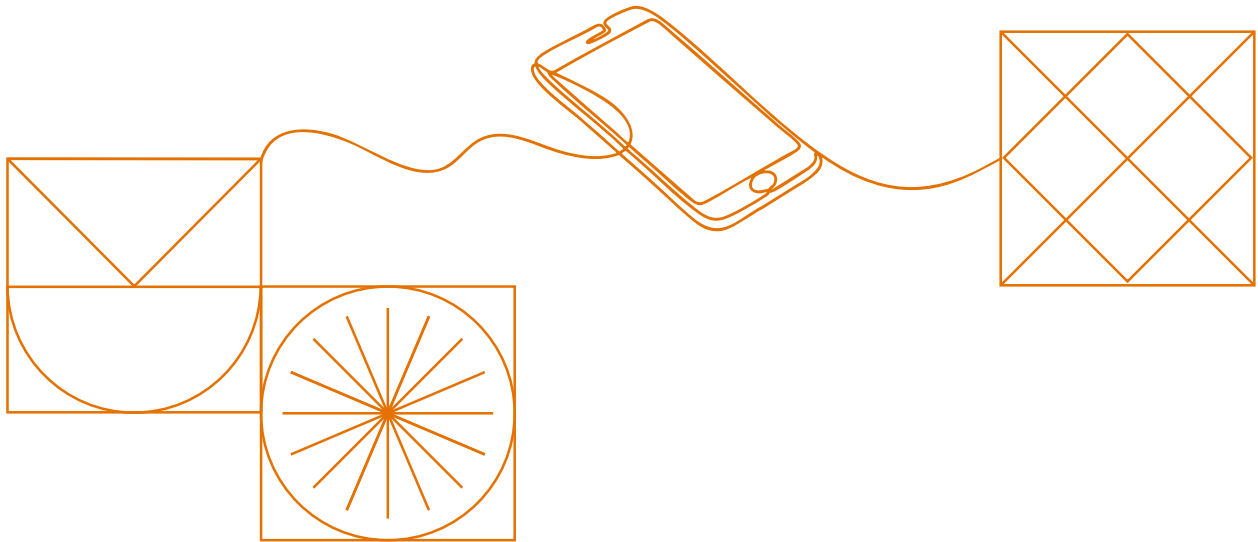
*49% said they need more reporters*

*79% cited limited resources as their primary barrier to meeting their staffing needs*



## **NEXT PHASE**

Beyond the scope of this study, which focused on conventional media outlets, potential future research could survey individual Virginians to better understand how they access news and information—across not only conventional media, but also social media, podcasts, and other platforms. This work could also incorporate focus groups to explore Virginians’ news and information consumption patterns. Such research would complement the current study and contribute to a comprehensive understanding of Virginia’s information environment. Additionally, given the shifts observed during this study, a future assessment of news outlets would be valuable for tracking the local journalism landscape, including startups, closures, mergers, and evolving needs.



## II. THE GEOGRAPHY OF VIRGINIA JOURNALISM

To better understand the distribution of outlets and coverage across the Commonwealth, researchers worked with the University of Virginia Library’s Digital Humanities Center Scholars’ Lab to map the coverage areas of outlets.

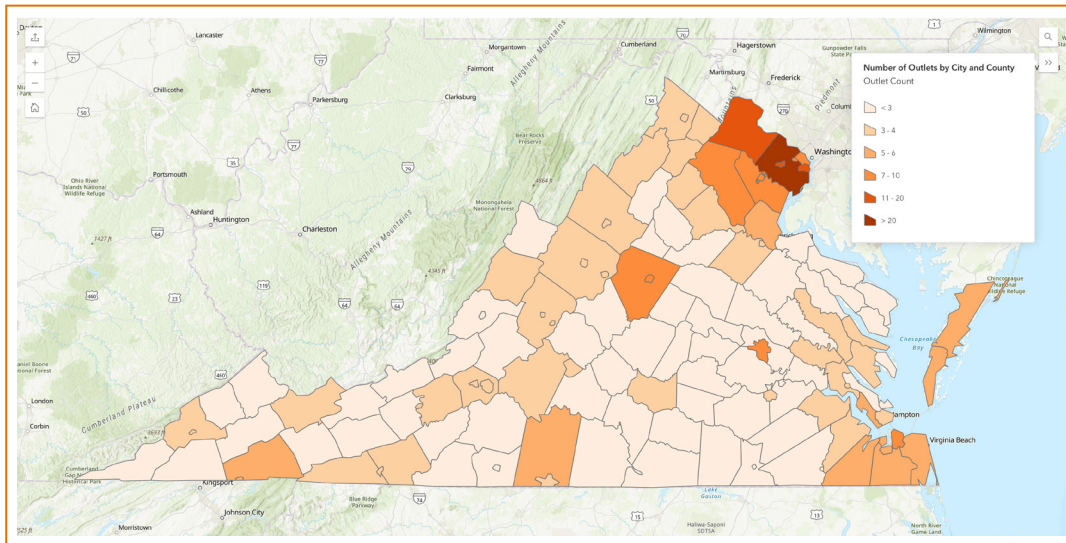
The Commonwealth of Virginia is divided into 95 counties and 38 independent cities. The maps below show—by county and independent city—the numbers of outlets that provide news and information about Virginia. The data for the maps is drawn from this study’s inventory of outlets, according to how those outlets publicly identify their coverage areas and based on their responses to our survey. A few caveats should be considered when interacting with the maps:

- We aimed to capture every outlet providing news in and about the Commonwealth, but it is possible that our inventory is not exhaustive. Any outlets not included in the study’s inventory would not be included in the maps in this section.
- In cases where outlets identified their coverage areas by region (e.g., “Southwest Virginia” or “Northern Virginia”), we referenced the University of Virginia Weldon Cooper Center’s map of Virginia’s demographic regions, among other sources, to identify those definitions and parameters.<sup>4</sup>
- In cases where news organizations produce content in more than one format (e.g., TV and radio) in varied locations, the coverage area of the entire organization is shown on the map.
- In cases where a news organization identifies its coverage area in a county that wholly surrounds or is adjacent to an independent city, our default was to include the city in its coverage area. For example, Allegheny County surrounds the city of Covington, and Wise County surrounds the city of Norton.

<sup>4</sup> “[About Us](#),” Metropolitan Washington Council of Governments, accessed March 2025; “[Regional Profile—New River Valley](#),” Virginia Economic Development Partnership, accessed March 2025; “[Regional Profile—Shenandoah Valley](#),” Virginia Economic Development Partnership, accessed March 2025; “[Virginia’s Demographic Regions](#),” Weldon Cooper Center for Public Service, accessed March 2025.

## PRINT AND DIGITAL OUTLETS AND DIGITAL-ONLY OUTLETS

A majority of news outlets (77%) produce information in either print and digital or digital-only formats. Of those, 62% publish in both print and digital formats, meaning they produce print publications and maintain an online presence, whereas 15% are digital-only publications. This first map shows the distribution of these outlets. As one can see from the map, there are generally fewer outlets of these types covering Southwest Virginia, Central Virginia, and Southside, while there are areas of concentration in Northern Virginia.



Use this [interactive map](#) to explore outlet coverage by any given medium (print, TV, radio, etc.).

The interactive map reveals a higher concentration of outlets covering major metropolitan areas and fewer outlets covering less-populated or rural areas. We did not find any cities or counties without any coverage, but we saw high concentrations in certain areas, notably in Northern Virginia. For example, Fairfax County stands out with at least 32 news outlets. Other media hubs include Albemarle County, the city of Richmond, Roanoke County, and the city of Norfolk. There are a few instances where a county has more outlets than a city adjacent to that county, due to a collection of weekly newspapers serving specific towns in the respective county, such as in Fairfax County and Albemarle County. The city of Charlottesville and Albemarle County each has a distinct local government, but together they form a shared community with many intertwined services, institutions, and cultural events. As a result, local news outlets often cover both the city of Charlottesville and Albemarle County as a singular community. But a county can have more coverage than a city because of outlets that cover specific areas. For example, in Albemarle County, *The Crozet Gazette* focuses on people and events in the western part of the county near Crozet.<sup>5</sup>

Particularly in areas with higher concentration, we identified a number of outlets serving specialized audiences pertaining to specific industries, religious groups, or minority perspectives. In Northern Virginia, for example, *The Washington Business Journal*, based in Arlington, reports on the latest breaking business news in the D.C. metropolitan area. This is one of 44 business journals that are published in cities across the country and owned by parent company American City Business Journals. *The Arlington Catholic Herald* has a focus on Catholicism but covers a range of local topics, including local people and community groups, arts and entertainment, social issues, and schools and education. *PW Perspective*, based in Prince William County, focuses on “news, opinions, and stories relating to the Black, Latinx, Muslim, and immigrant communities.” *The Zebra* is an “all good news printed tabloid”

<sup>5</sup> “[About The Gazette.](#)” *The Crozet Gazette*. Accessed May 2025.

based in Alexandria that covers “good news” on a wide range of topics including local government, local people and community groups, arts and entertainment, restaurants, religion, and philanthropy. Some outlets also serve Spanish-speaking communities in the D.C. metropolitan area: *The Washington Hispanic* is based in Silver Spring, Maryland; WFDC-DT, based in Arlington, Virginia, broadcasts Univision and UniMás networks across the Washington, D.C. metro area.

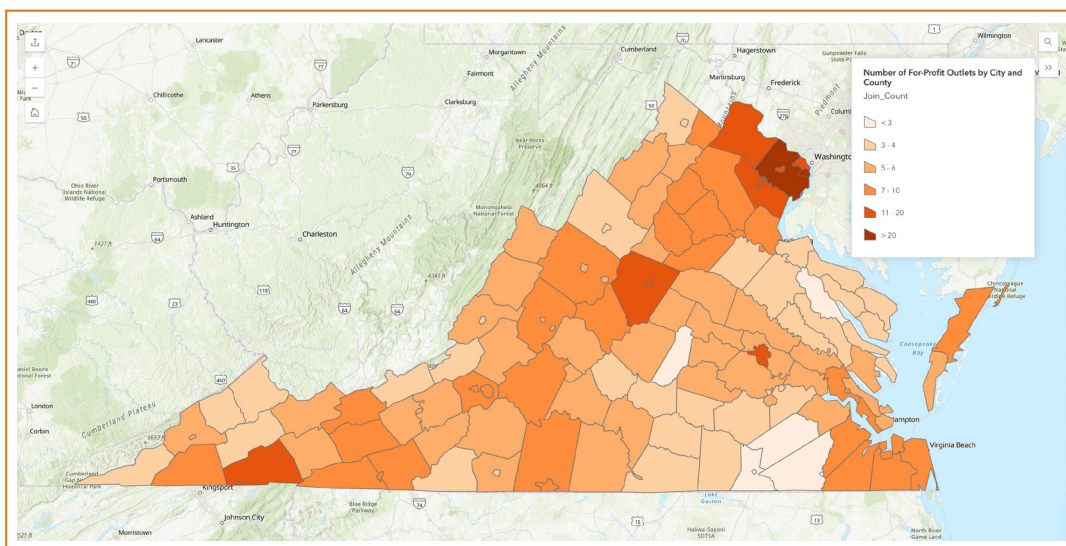
There are generally fewer local news outlets covering rural areas. The research team identified that Charlotte, Essex, and Southampton counties have the least amount of coverage, followed by Appomattox, Buchanan, and Nottoway counties. Floyd County, a rural area in Southwest Virginia, is covered by at least six conventional media outlets, however only one of those is based in the county and focuses the majority of its coverage on the county. In many cases, particularly in more rural areas, single outlets cover multiple counties. For example, *Cardinal News* founded in 2021, is a nonprofit digital news outlet with a stated mission to “report the untold stories of Southwest and Southside Virginia.”<sup>6</sup> Southwest Virginia is also covered by public media outlets, including WVTF & Radio IQ and Blue Ridge PBS. WVTF & Radio IQ is a nonprofit based in Blacksburg, Virginia, and associated with the Virginia Tech Foundation. Blue Ridge PBS is also a nonprofit outlet that produces both TV and digital content, in addition to radio programming.

## OUTLETS BY ORGANIZATION TYPE

The maps below show the distribution of outlets by organization type (i.e., nonprofit—which includes collegiate outlets—and for-profit). This map shows for-profit outlets are concentrated in particular areas, with a lower density in and around Southside. For nonprofit outlets, there also are a few notable areas of concentration and a lower density of outlets in Northern Virginia, Southwest Virginia, and Southside.

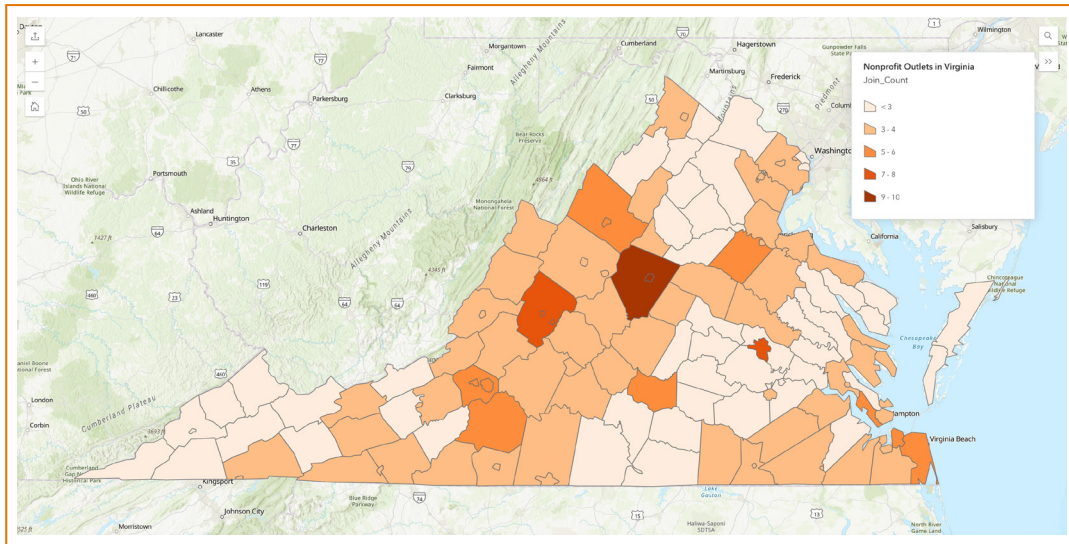
Public media outlets provide coverage across much of the Commonwealth, often serving as one of a few sources of news and information available in some areas. For example, VPM provides TV coverage to Nottoway County, which is one of the counties with the lowest concentration of coverage. Other public media outlets such as WMRA provide coverage throughout large swaths of Central Virginia and the Shenandoah Valley, including 20 cities and counties, and is a listener-supported service of James Madison University in Harrisonburg, Virginia.

## FOR-PROFIT OUTLETS



<sup>6</sup> “[About Us.](#)” *Cardinal News*. Accessed April 2025.

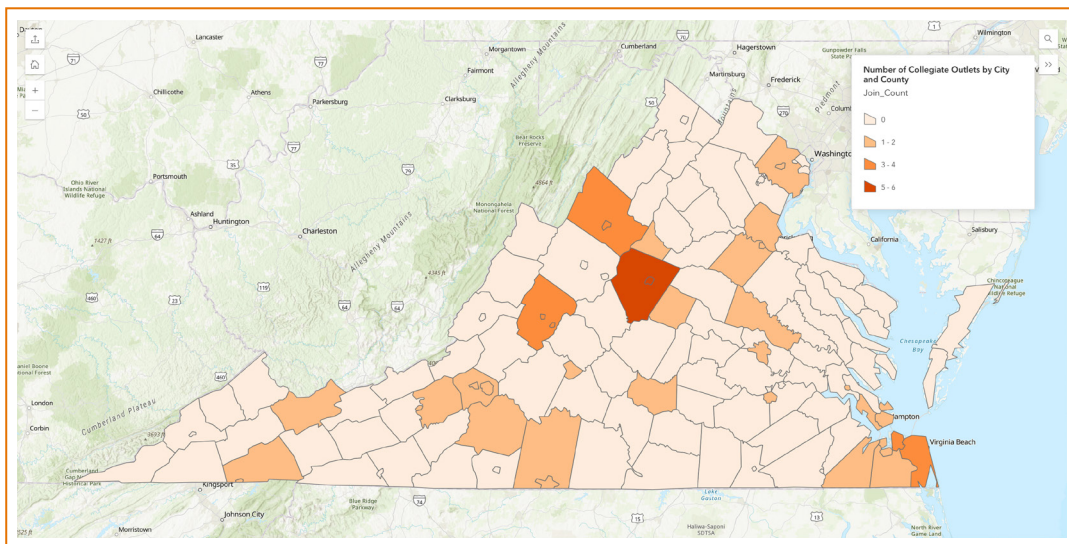
## NONPROFIT OUTLETS



Use this [\*\*interactive map\*\*](#) to explore coverage areas of for-profit and nonprofit outlets, including collegiate outlets.

## COLLEGIATE COVERAGE

The following map shows coverage areas of student-led outlets at institutions of higher education.

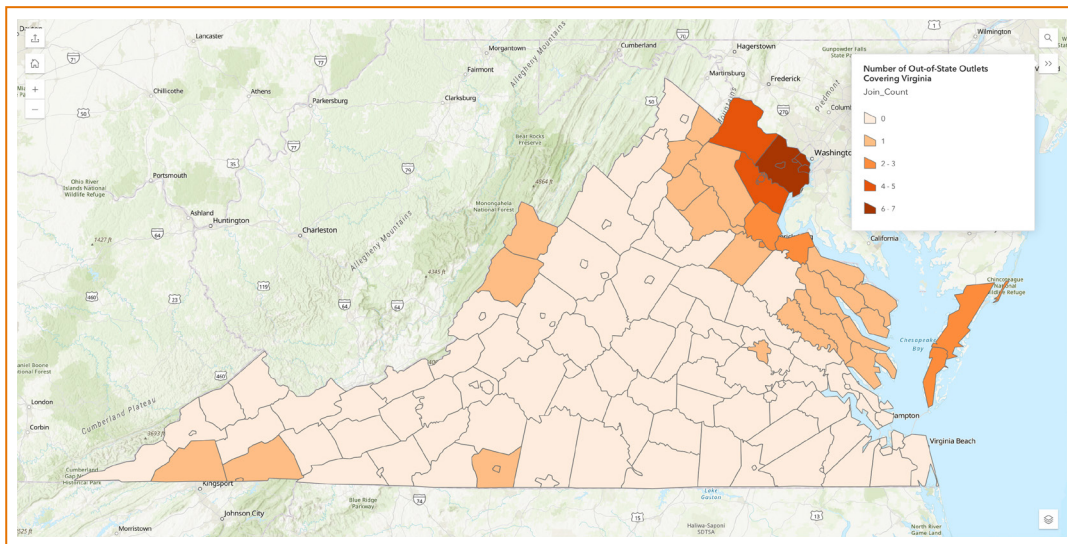


As mentioned earlier in this report, student-led outlets can contribute meaningfully to the news and information environment of their communities. For example, the Charlottesville-Albemarle area has a relatively high concentration of such outlets compared to many other areas. There are a number of student-run outlets associated with the

University of Virginia, including *The Cavalier Daily*, which is the oldest daily newspaper in Charlottesville, producing content primarily focused on university-related news—plus some coverage of the surrounding city and county.<sup>7</sup> *The Jefferson Independent* is an independent, student-run newspaper, founded in 2021, that aims to “encourage free speech on UVA Grounds” and to “provide a platform that advances viewpoint diversity.”<sup>8</sup> In addition, the University of Virginia has a connection with WTJU, which is a community radio station that involves many university students. Also associated with the University of Virginia is “With Good Reason,” a radio show and podcast created by Virginia Humanities.

## OUT-OF-STATE COVERAGE

This map shows that a number of counties in Virginia are covered by out-of-state outlets, highlighting that local news coverage is not strictly confined by state borders.

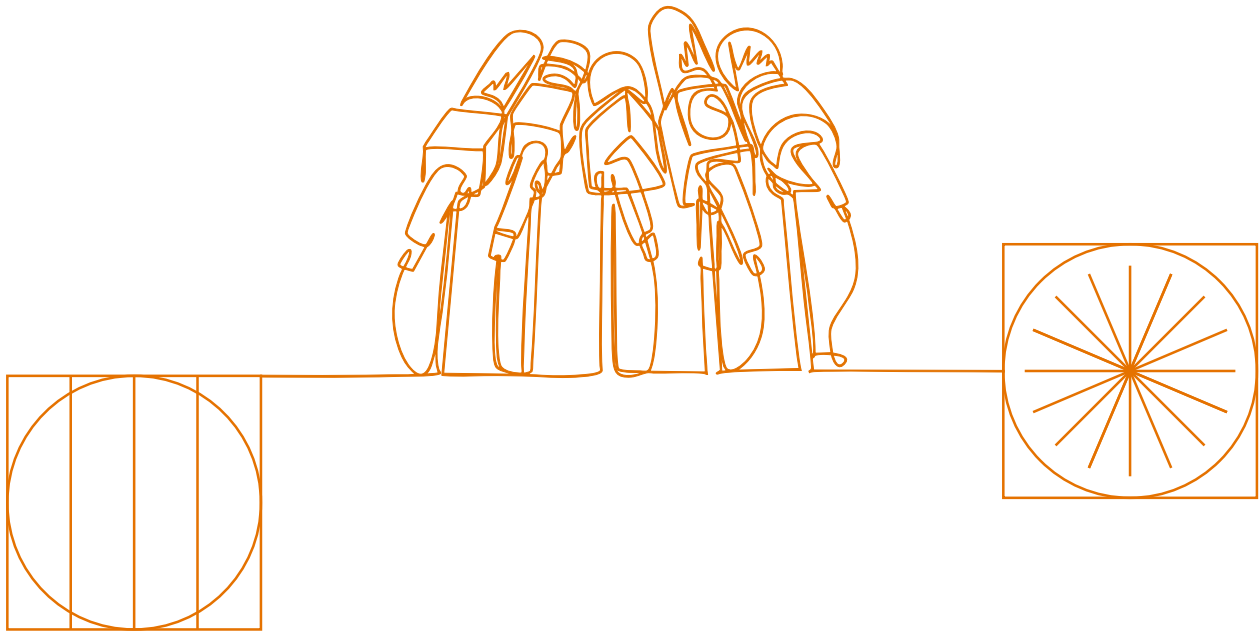


The Commonwealth of Virginia borders Washington, D.C., Maryland, West Virginia, Kentucky, Tennessee, and North Carolina. In the D.C. metropolitan area, a number of news outlets have designated sections for local news in Northern Virginia. For example, despite its presence as a national news source, *The Washington Post* has a Virginia subsection that primarily covers topics related to politics, including state and local government, universities, social issues, and elections. There are also several TV and radio stations based in Washington, D.C., and Maryland that offer coverage of Virginia news, including WTOP News, FOX 5 DC WTTG, and NBC4 Washington.

Cross-state coverage is also common in other regions of Virginia. For example, near the border with Tennessee, many outlets cover issues related to the Tri-Cities area, which includes Johnson City, Kingsport, and Bristol, Tennessee, as well as Bristol, Virginia. Another example in Southwest Virginia is *Henry County Enterprise*, based in Lewisburg, West Virginia, which provides cross-state coverage for Martinsville and Henry County, Virginia, along with the surrounding area. *DelMarva Now*, which is based in Salisbury, Maryland, covers local news in communities across Virginia, Delaware, and Maryland.

<sup>7</sup> “[About](#).” *The Cavalier Daily*. Accessed May 2025.

<sup>8</sup> “[About The Jefferson Independent](#).” *The Jefferson Independent*. Accessed May 2025.



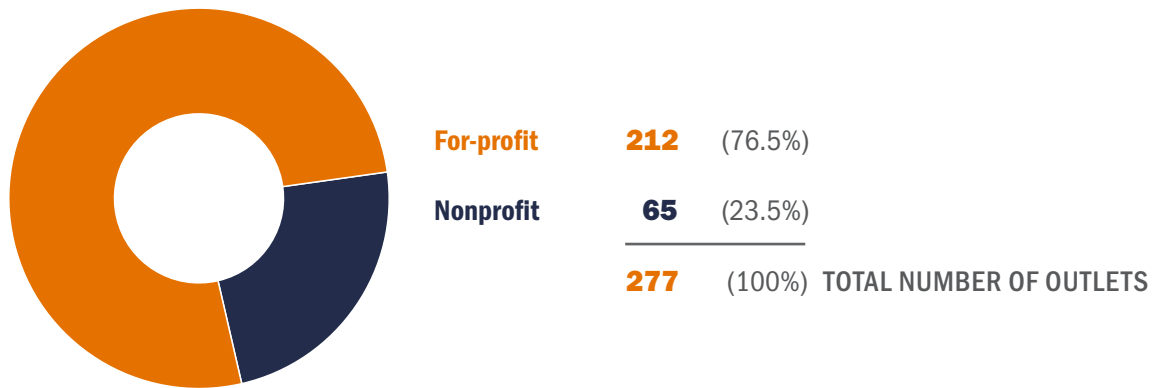
### III. THE CHARACTER OF NEWS OUTLETS AND THEIR COVERAGE

There are at least 277 outlets that produce news and information about issues, events, and people in Virginia. These outlets include print newspapers, the vast majority of which have an online presence; digital-only platforms or websites; and radio and TV stations, many of which produce information across multiple formats. The following analysis explores some characteristics of these outlets—their organizational structures, distribution medium, frequency of production, and type of content.

Drawing on both the inventory data and a content analysis of more than 2,500 stories, this section offers a broad view of the local journalism landscape in Virginia. News outlets are categorized by their organization type and by their medium: print, digital, TV, radio, and combinations thereof. “Print” refers to print-only outlets that produce physical magazines and newspapers. Outlets that publish only through a website are referred to as “digital.” Many outlets produce content via multiple media, which are classified accordingly (e.g., “print and digital”). Only a small portion of radio, TV, and print outlets do not appear to have corresponding digital publications. Classifications are primarily based upon the ways in which news organizations self-identify online and in survey responses, supplemented as necessary by researchers’ assessments and third-party sources, such as membership directories. While most classifications were straightforward, some cases—such as collaborative digital platforms that serve as a shared publishing infrastructure for otherwise discrete print outlets (discussed further in Section IV)—were treated as separate entities when editorial or organizational distinctions were clear.

## ORGANIZATIONAL MODEL

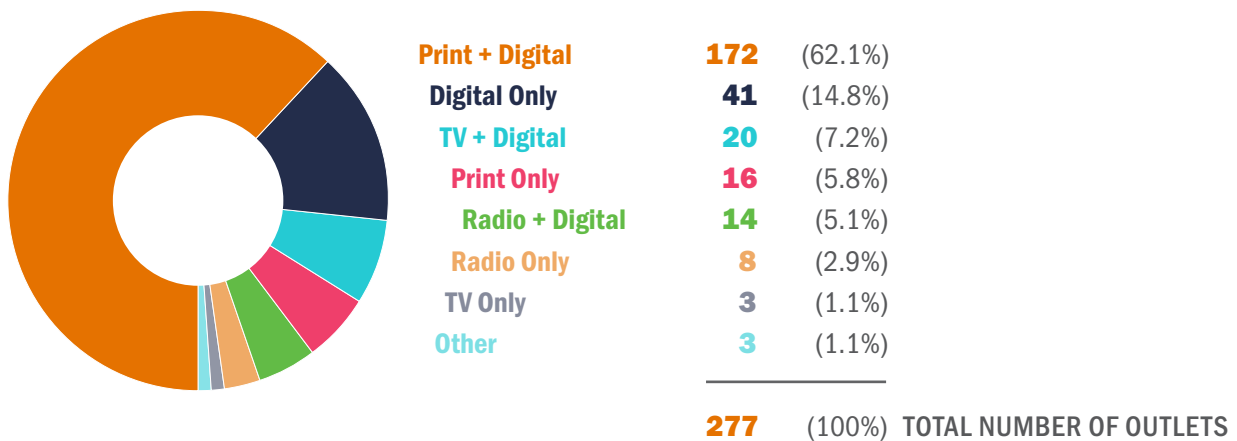
Researchers found that the majority of outlets are for-profit in the Commonwealth, and among the 65 nonprofit outlets identified, more than half are student-led at institutions of higher education.



Excluding college and university publications, there are 28 nonprofit news organizations in Virginia. Of for-profit outlets, there are 139 digital-only outlets and 27 digital and print outlets. For nonprofit outlets, 33 are print and digital and 14 are digital-only outlets. Local television news is largely produced by for-profit organizations rather than nonprofits, as are print-only publications.

## MEDIUM

Of the 277 outlets identified, most produce news and information in either both print and digital or digital-only formats: 62.1% produce both print and digital publications; standalone digital outlets without accompanying print publications account for 14.8% of the overall landscape.



Both nonprofit and for-profit outlets are represented across all media in roughly proportional numbers, with the exception of radio, where 62.5% of outlets are nonprofit. Some outlets create content for both digital and broadcast formats, such as Blue Ridge PBS, which distributes content for radio, TV, and online.

## FREQUENCY OF PRODUCTION

An outlet's frequency of news and production helps capture a picture of the current journalism landscape because it represents the rate at which stories are covered and new information is available in the Commonwealth. Regardless of medium, daily news outlets make up the largest share of the overall landscape (37.6%), followed by outlets that produce information on a weekly schedule (28.9%). The remaining outlets follow other schedules such as more than once a week, biweekly (every two weeks), monthly, quarterly, or irregularly.

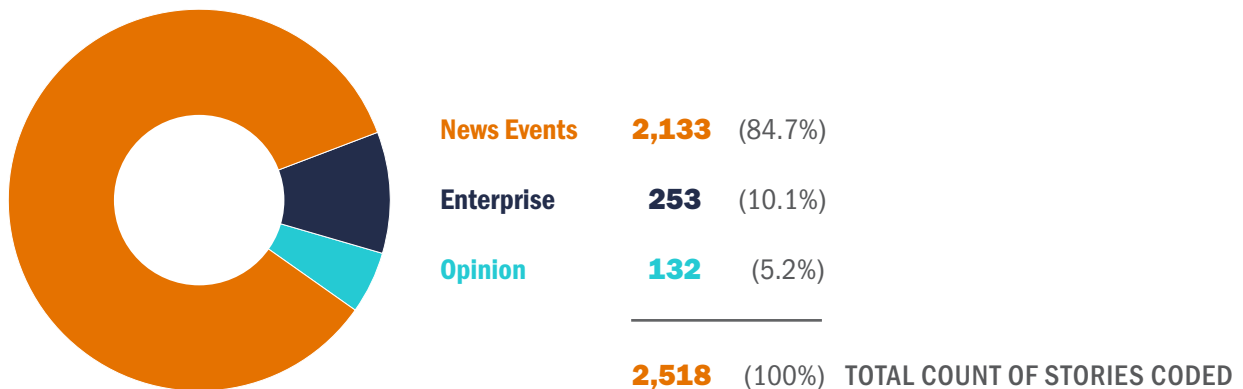
The frequency of production varies not only among but also within outlets and media. For example, the Eastern Shore, which is made up of Accomack and Northampton counties, is served by eight outlets. Of those, *Eastern Shore Post* publishes digital content daily and a weekly print paper, and *Chesapeake Bay Journal* publishes weekly digital content along with a monthly print paper.

## COVERAGE BREAKDOWN

As part of this study, researchers conducted a content analysis of 2,518 articles from 213 outlets that publish only digitally or both digitally and in print. Each article was coded for authorship, story type, and topic area to generate a point-in-time snapshot of what stories and information local newsrooms were covered. The following sections provide a breakdown of who produces the news (authorship), the kinds of stories being told (story types), and the subjects covered (topic areas). We also assess variation by outlet type and highlight the unique role of student-led publications within the broader local news ecosystem. Our analysis shows that most stories involved news event coverage (84.7%), with a majority of that coverage being produced by bylined authors (65.2%). The most frequently covered topics across all outlets included "business and economy" (17%), "local people and groups" (16.9%), "arts and culture" (14.5%), and "sports" (14.1%).

### STORY TYPES

In our analysis, articles were categorized by story types: "news events," "enterprise," and "opinion." "News events" capture breaking news or refer to events that trigger coverage; "enterprise" indicates original or investigative reporting; and "opinion" refers to commentary from a staff writer or outside contributor. The majority of local news reporting in the Commonwealth focused on "news events" (84.7%), which could suggest a focus on breaking news because outlets have a limited capacity for resource-intensive investigative or feature reporting.





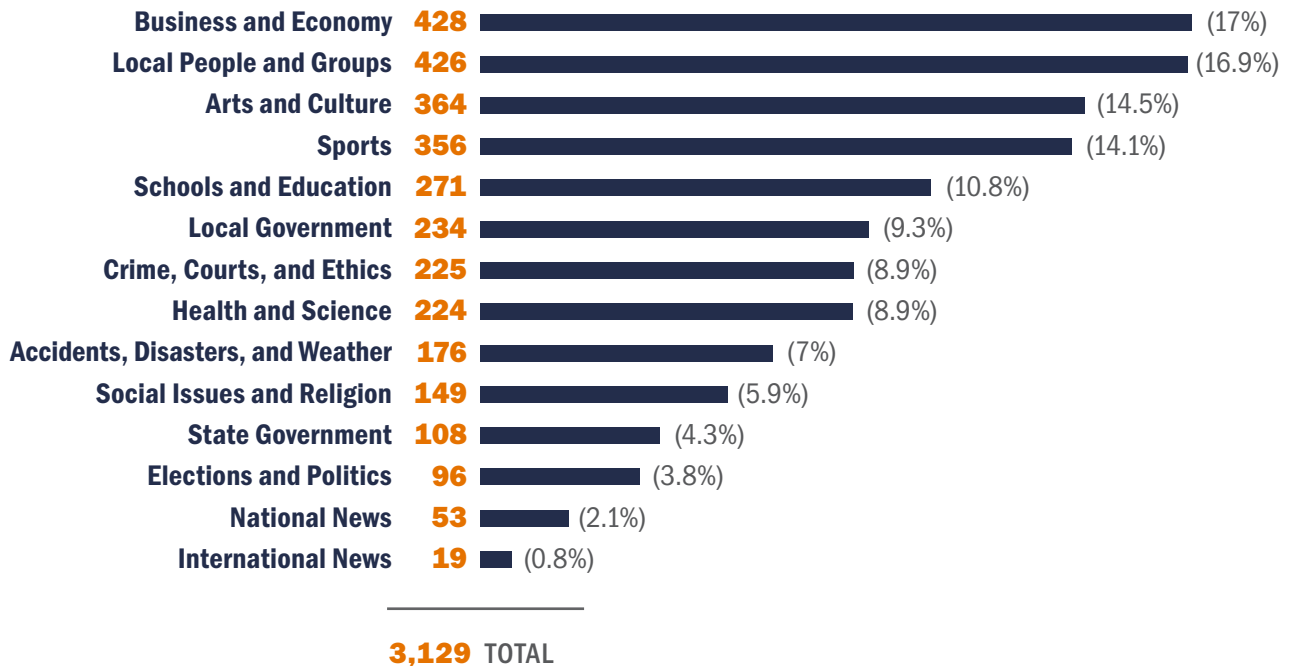
## AUTHORSHIP

Each article was also coded by authorship, namely “byline,” “staff,” “contributor,” or “sister publication.” “Byline” refers to articles credited to one or more individuals employed by the outlet, indicating the work was produced by those specific authors. “Staff” refers to articles with no author name provided, multiple authors at the outlet sharing authorship, or can include content that is lightly adapted by the outlet from other sources (e.g., press releases). A “contributor” denotes an outside author or organization contributing content, meaning a person or entity that is not employed by the outlet. “Sister publication” refers to shared content from publications with a connection to the outlet.

The majority of articles (65.2%) were written by authors with bylines, while “staff” stories accounted for 22.2%. A much smaller share originated from contributors (5.7%) and sister publications (1.3%).

## TOPIC AREAS

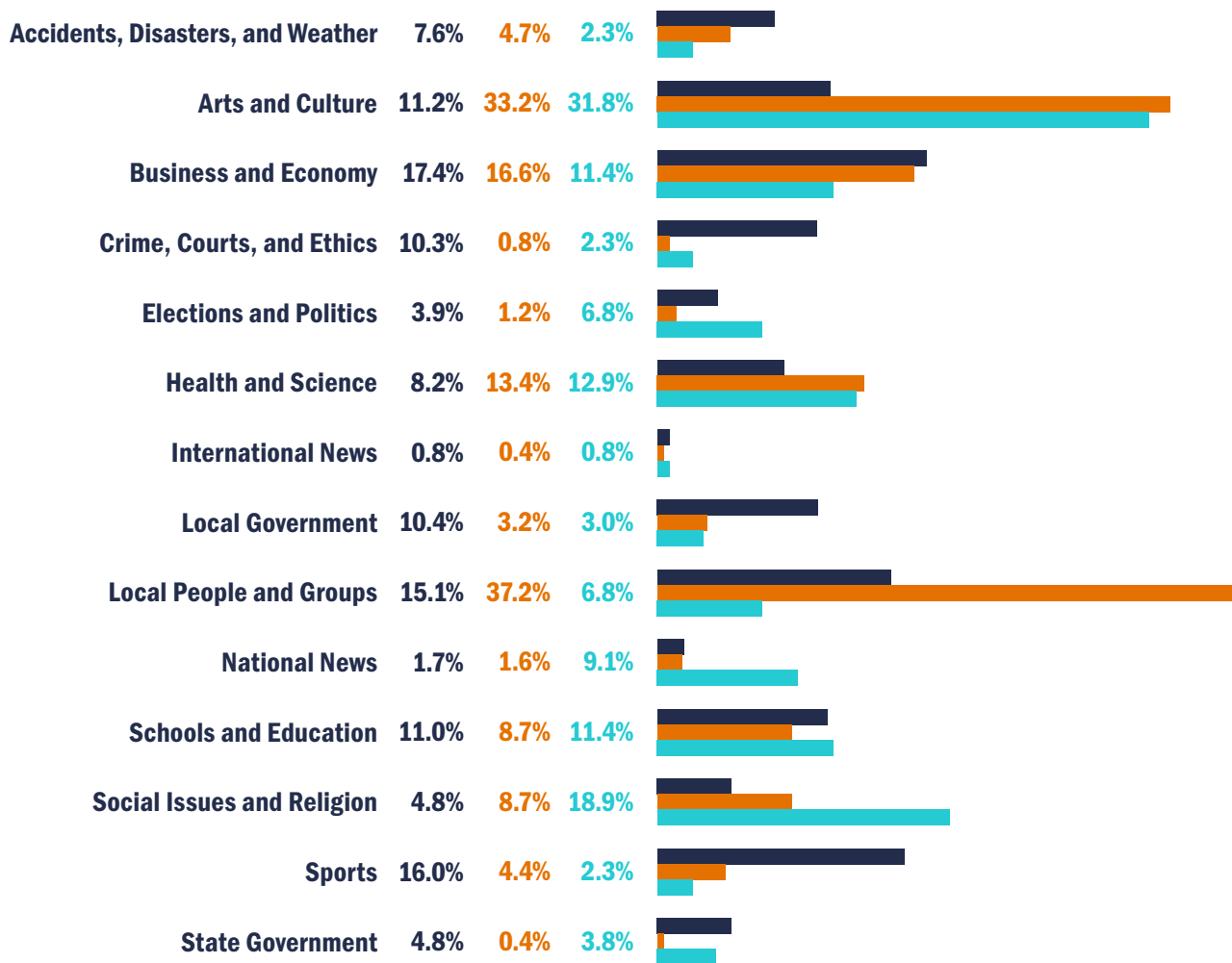
We also coded articles for topic areas, finding that overall outlets tended to focus on topics such as “business and economy,” “local people and groups,” “sports,” “arts and culture,” and “schools and education,” with each accounting for more than 10% of topics covered. “Local government,” “crime,” and “health” followed relatively closely (with approximately 9% each), receiving more coverage than national and international news and other topic categories.



*Note: Total topic percentages exceed 100% because each story could have been coded with more than one relevant topic. For example, an article about a town hall meeting on local development might have been categorized as both “local government” and “business and economy.”*

When topic areas were broken down by story type, news event stories focused on “business and economy” (17.4%), “sports” (16%), and “local people and groups” (15.1%). The largest share of enterprise stories covered “local people and groups” (37.2%), followed by “arts and culture” (33.2%). Opinion writing tended to focus on “arts and culture” (31.8%), followed by “social issues and religion” (18.9%) and “health and science” (12.9%). Across the three story types, “international news” received the least coverage, with less than 1%. On state and local government coverage, we found a larger number of opinion stories about state government compared to enterprise stories, and coverage of local government tended to be news event stories rather than opinion or enterprise stories.

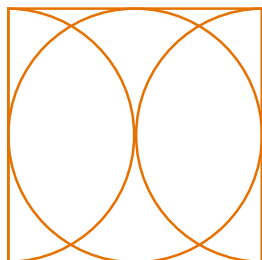
### TOPICS BY STORY TYPE



% OF **2,133** NEWS  
EVENT STORIES

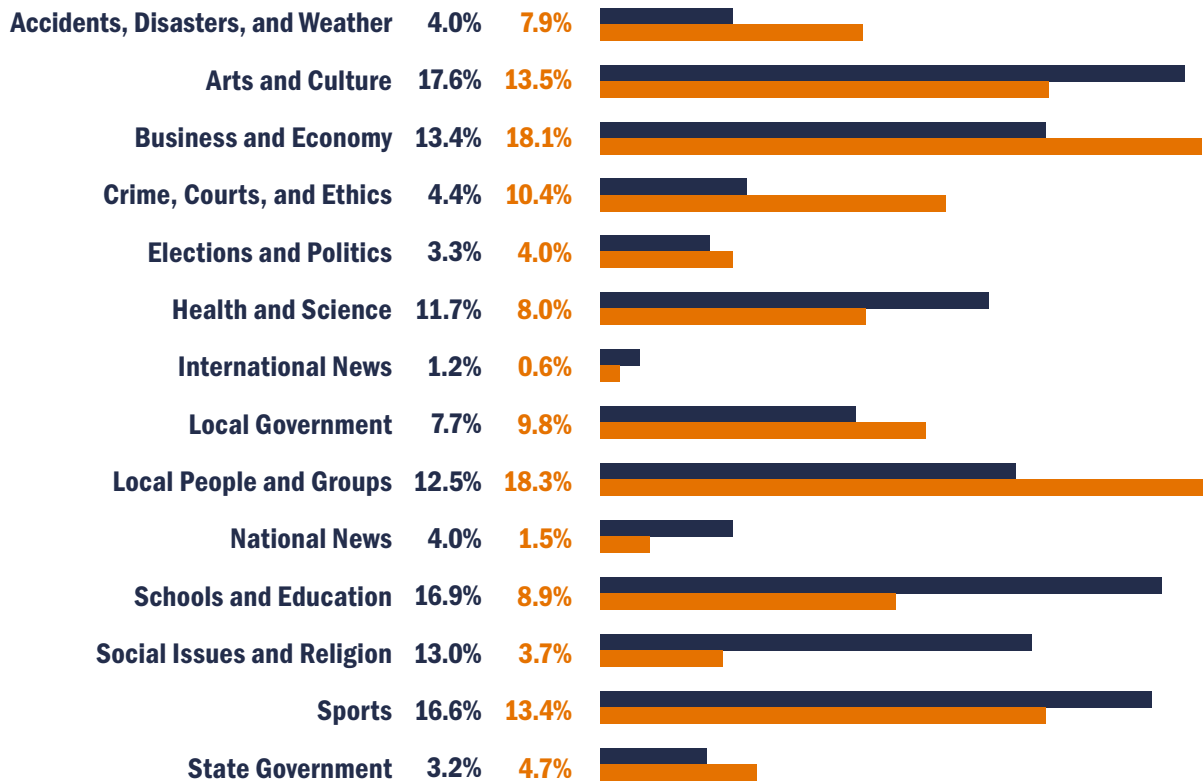
% OF **253**  
ENTERPRISE STORIES

% OF **132**  
OPINION STORIES

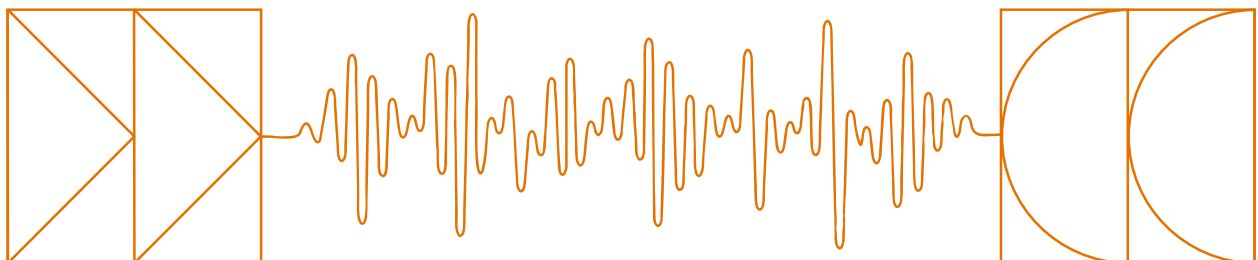


We also broke down topic-area coverage by organizational model: For-profit outlets largely covered “local people and groups” (18.3%), “business and economy” (18.1%), “arts and culture” (13.5%), and “sports” (13.4%). Nonprofit outlets focused primarily on “arts and culture” (17.6%), “schools and education” (16.9%), and “sports” (16.6%). According to the analysis, nonprofit outlets covered issues connected to “schools and education” at almost double the rate of for-profit outlets. For-profit outlets covered “crime, courts, and ethics” at more than double the rate of nonprofit outlets. Among student-led outlets at institutions of higher education—which make up over half of nonprofit outlets—sports coverage accounted for 25.7% of all stories analyzed. By contrast, when student-led outlets were excluded, sports coverage made up 5.8% of the topics covered by nonprofit news outlets.

### TOPICS BY ORGANIZATIONAL TYPE



% OF **598** NONPROFIT STORIES      % OF **1920** FOR-PROFIT STORIES



## INSTITUTIONS OF HIGHER EDUCATION

While student-led outlets at Virginia colleges and universities account for only 13.4% of all outlets, they play a vital role in covering news on their campuses and in their communities. Student-led news outlets also provide a training ground for future journalists and contribute to a professional pipeline, including at institutions without schools of journalism. The 37 student-led news outlets in Virginia represent both community colleges and four-year institutions, the majority of which publish content both in print and digital (59.5%) or digital only (18.9%) formats.

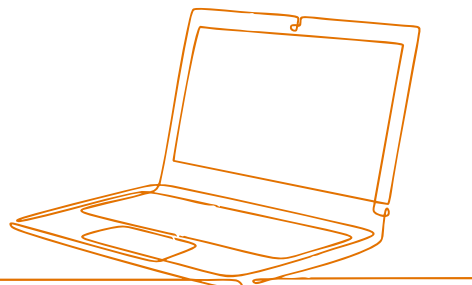
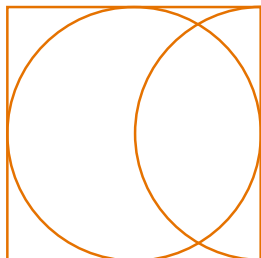
In total, 323 of the 2,518 stories coded were from student-led publications at institutions of higher education (12.8%). In articles published by those outlets, byline authors wrote the vast majority (92.6%). Among those articles, the most popular topics included “arts and culture” (27.2%), “sports” (25.7%), “schools and education” (20.4%), and “social issues and religion” (13.6%). The content analysis found no stories on “state government” articles from these outlets, but the share of “nationals news” coverage was 4.6%. This content analysis was conducted immediately after the 2024 presidential election and during the initial weeks of President Donald Trump’s second administration, which may explain the absence of state news and the greater focus on national news.

Of the 323 articles coded from student-led outlets, 63.2% were “news events,” 18.6% were “opinion pieces,” and 18.3% were “enterprise stories.” In comparison, for articles published by outlets not led by students, “news events” accounted for 87.9%, “enterprise” made up 8.9%, and “opinion” was 3.3%. These findings suggest that student-led outlets publish more “opinion” and “enterprise” pieces more often than non-student-led outlets do.

At student-led publications, 35.3% of news event stories focus on “sports,” followed by “schools and education” at 20.1%. Enterprise stories primarily center on “arts and culture” (40.7%), followed by “schools and education” (25.4%) and “local people and groups” (22%). Of opinion stories, 46.7% focus on “arts and culture” and 21.7% on “social issues and religion,” followed by “schools and education” at 16.7% and “health and science” at 15%.

*Of the 323 articles coded from student-led outlets:*

**63.2%** were “news events”  
**18.6%** were “opinion pieces”  
**18.3%** were “enterprise stories”



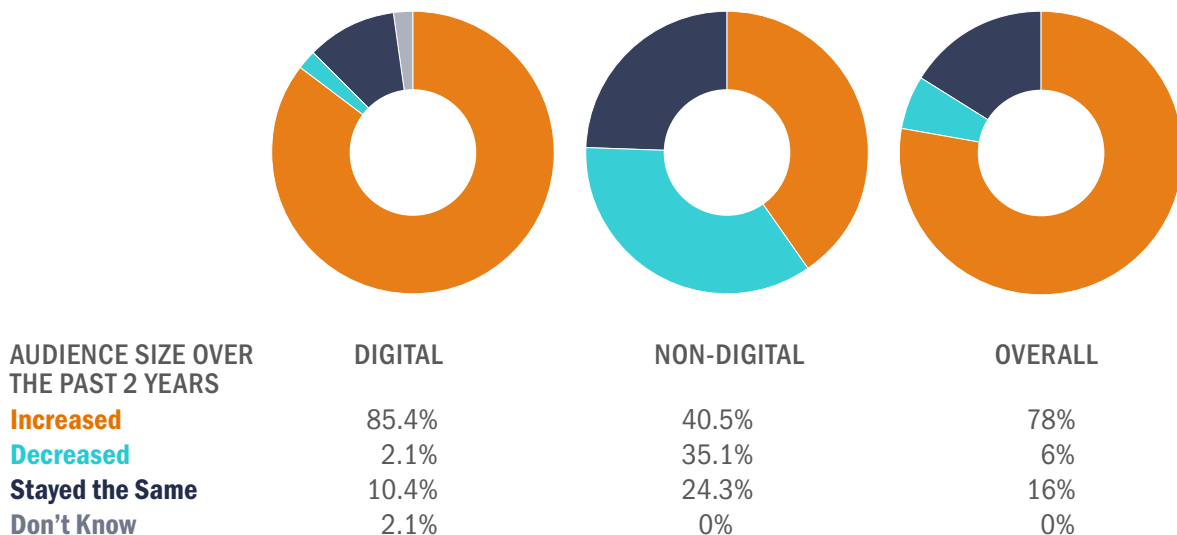
## IV. SURVEY FINDINGS: STRENGTHS, CHALLENGES, AND OPPORTUNITIES

The Virginia Local News Ecosystem Study included a survey of the 277 outlets we identified to better understand their needs and priorities, including on audience growth and outreach, organizational structure, and staffing. The survey yielded responses from 81 outlets (a 29.2% response rate). The response rates were roughly proportional across nonprofits and for-profits; likewise for collegiate and non-collegiate outlets; and roughly proportional across media type.

When asked, “At what level do you primarily focus your coverage?” 28.8% of respondents reported concentrating on a single town, city, or county; 37.3% said they cover multiple cities or counties; 18.6% said their content is regional within the state.

### AUDIENCE SIZE

From the survey responses regarding audience size over the past two years: 78% indicated that they have experienced an increase. 85% said their digital audience had increased. For non-digital content, audience size has been growing at a less robust rate, with 40.5% reporting an increase and 35.1% citing a decrease.



When asked to identify the primary drivers of audience growth, 53.8% cited marketing and outreach efforts, 43.6% pointed to changes in content or programming, and 28.2% referenced factors specific to their organizations, such as quality and depth of reporting, community involvement, and increased publication frequency. For example, one respondent said, “We are very locally focused and community involved, and it’s made a big difference.” Another shared that audience growth was due to “changes in the focus of our reporting to ‘accountability.’”

Regardless of medium, 94.4% are using social media to reach audiences, particularly via Facebook and Instagram, followed by Twitter/X and YouTube. When asked about competition in their coverage areas in an open-ended question on the survey, 23.9% responded that social media is one of their biggest competitors. One respondent reported that “Facebook is our largest competitor. No other news media really covers [our county] unless something MAJOR happens.” Rather than seeing other outlets as competition in their coverage area, one respondent said, “We seek to collaborate with other journalism organizations so we don’t see them as competitors. We are very concerned with non-journalistic enterprises, regardless of platform, masquerading as independently gathered news.”

From survey responses regarding organizational structure and staffing, 63.2% employ five or fewer full-time staff, including 15.8% who employ no full-time staff. A majority of outlets (57.1%) employ between one and 10 freelancers. Over the past two years, 49.1% of respondents report having maintained their staffing levels; 32.7% experienced an increase and 18.2% a decrease. With regard to staffing outlook, in the next 12 months, 60% anticipate that their staffing levels will remain consistent while 31.1% expect an increase and 8.9% a decrease.

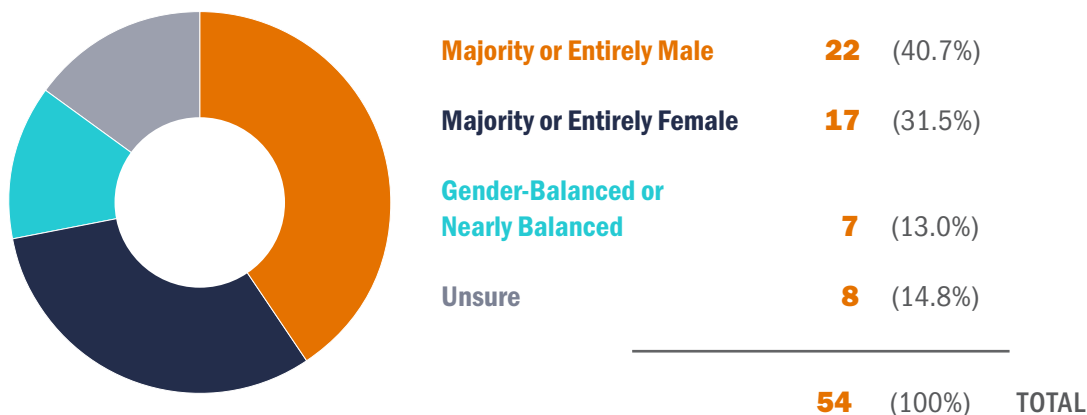
Among survey respondents who shared financial information about their organizations, 62.8% operate with annual budgets below \$250,000, including 37.1% with annual budgets below \$100,000. 17.2% reported annual budgets above \$500,000.

52.5% of survey respondents indicated that news and editorial costs account for over half of their total annual spending. And a majority of nonprofit outlets (63%) began with a grant or donation that was essential to the startup of their organization; 60% of those were less than \$250,000.

## LEADERSHIP

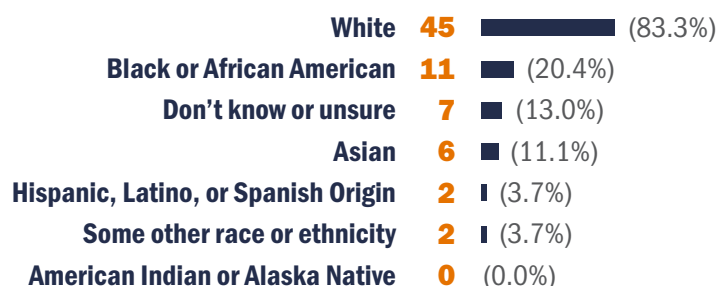
When asked questions about the composition of their outlet’s ownership or leadership, 40.7% of respondents indicated their organizations were either majority or entirely male led or owned; 31.5% reported that their organizations were either majority or entirely female led or owned; 13% were equally or nearly equally male and female led or owned; and 14.8% were unsure of the makeup of the leadership of the organization.

Who is your organization owned or led by?



The chart below details responses by outlets when asked to “select all that apply” from a list of racial and ethnic backgrounds, informed by U.S. Census Bureau categories, with regard to their ownership or leadership structure.

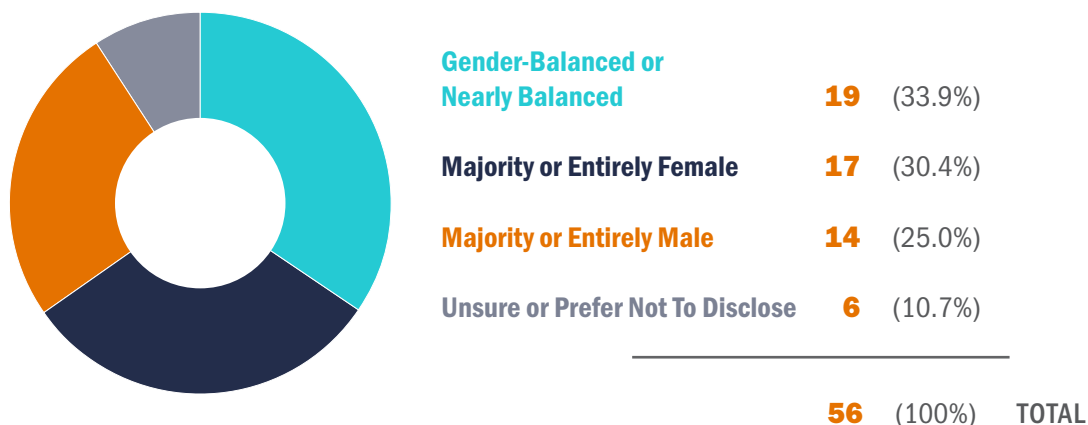
Is your organization owned or led by individuals from any of the following races/ethnicities?



## EDITORIAL DECISION-MAKING

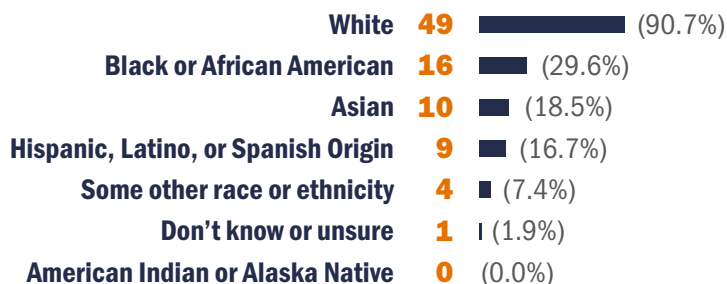
Regarding decision-making on editorial content, 33.9% of respondents reported a gender-balanced or nearly balanced editorial leadership, 30.4% indicated it was majority or entirely female-led, and 25% said it was majority or entirely male-led. An additional 8.9% preferred not to disclose this information.

Who are your editorial decisions made by?



The chart below details responses by outlets when asked to “select all that apply” from a list of racial and ethnic backgrounds, informed by U.S. Census Bureau categories, pertaining to who is making editorial decisions.

Are your editorial decisions made by individuals from any of the following races/ethnicities?



## STAFFING PRIORITIES AND FINANCES

In the survey, when asked, “What are the three most important staffing priorities for your organization?” 49.1% of respondents said more reporters, 56.4% said more business and revenue capabilities, and 41.8% said more digital and technical capabilities. Of those who selected digital and technical capabilities, the majority (53%) noted that the biggest need is around improving their digital presentation on web and mobile platforms. 78.8% also identified limited resources as a key challenge to realizing priorities, and 11.5% shared that they have had difficulties recruiting staff.

When it comes to digital or technology skills specifically, what are the biggest gaps or needs for your organization?

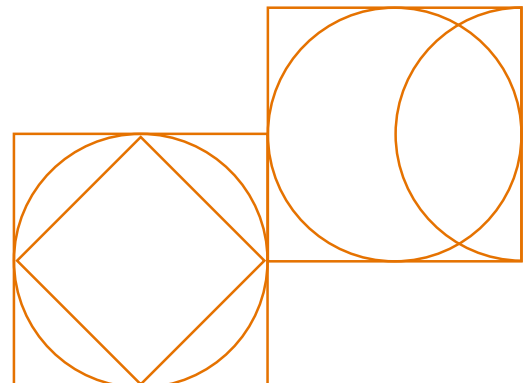


On questions of financial stability, 46% of respondents report that they either have low confidence or are uncertain that their organization will be financial solvent in five years, whereas 54% say they are confident that their organization will be financially solvent five years from now, with confidence levels varying between nonprofits and for-profits. On survey responses with regard to questions about current priorities: 49% indicated that they need to increase their staff and/or audience size to survive in the current market.

More than half of survey respondents (55.1%) have added new revenue sources over the past two years, and another 14.3% are developing plans to do the same. Examples include hosting live events or seeking new partnerships and grant opportunities. 82% of those representing nonprofit newsrooms shared that their organization either has (45%) or is developing (35%) a strategy for achieving financial sustainability. One survey respondent shared, “Growing revenue streams is hard, and we’ll be asked to save money in the future, I’m sure. That said, committing to a local focus and being out in the community is helping us grow an audience, and helps with our revenue streams.” Another respondent commented, “We began with local foundation and corporate support, and then added individuals and members. Last year, we added sponsorships. This year, we are adding a paid sponsorship component to events.”

**52.9%** of all respondents said their outlet’s digital presentation on the web or mobile could be improved

**63%** of nonprofit outlets began with a grant or donation; 60% of those were less than \$250,000



## V. THE EVOLVING NEWS LANDSCAPE

This section highlights a few dynamics of an evolving news landscape in Virginia: closures, mergers, and the emergence of new outlets; collaborations and cross-organizational publishing models; and the national and regional organizations producing local coverage.

### MERGERS, CLOSURES, AND NEW OUTLETS

Throughout the course of the study, several outlets underwent transformations. *The MadRapp Recorder* and *Greene Journal* merged in February 2025 to form *The Piedmont Journal Recorder*.<sup>9</sup> At least three outlets closed, including the *Times-Virginian*, which published its last edition on February 5, 2025. Founded in 1892 and previously published every Wednesday, the *Times-Virginian* said it had 14,000 readers weekly. According to the newspaper, “it [was] no longer financially feasible to continue publishing the *Times-Virginian* at the current level of support.... Adverse market conditions post Covid are contributing factors to this decision.”<sup>10</sup> While this study did not aim to capture the long-term evolution of the news and information landscape in Virginia over the past few decades, the research revealed that no fewer than 22 outlets merged or closed their doors in the last 10 years.

Although some local outlets have closed in recent years, new outlets also have emerged. At least 13 news outlets have been founded in Virginia within the previous five years of this survey being conducted, according to our survey response data. For instance, *Cardinal News* was created in the summer of 2021 “to report the untold stories of Southwest and Southside Virginia, and strengthen the voices of the people in our communities who have been sidelined in the Commonwealth’s political, economic, and cultural conversations simply because of where they live.”<sup>11</sup> More recently, *The Richmonder* was founded in September 2024 “to bring Richmond together through storytelling that spotlights the best of our community, while keeping a watchful eye on those in power.”<sup>12</sup>

### MEDIA COLLABORATIVES

Outlets are finding new ways to leverage shared resources, create content for others, and collaborate for particular ends. Some examples include outlets that produce separate print papers but share a digital site. For example, based on how they self-identify on their websites, *Bull Run Now* and *News on the Neck* are digital news outlets created through the collaboration of separate print publications. *Bull Run Now* is the website that combines the *Bull Run Observer*, *Old Bridge Observer*, and *Manassas Observer*. Similarly, *News on the Neck* is the website that combines *Northern Neck News*, *Westmoreland News*, and *Northumberland Echo*. In these examples, outlets share a website with no distinction of which content was produced by which outlet.

Some outlets share a single digital website that contains a dedicated page for each outlet. The *Connection Newspapers* has a separate landing page on its website for each of its local newspapers. The digital site for *The Daily Progress* hosts separate pages for *The News Virginian*, *Orange County Review*, *Madison County Eagle*, *Greene County Record*, and *The Rural Virginian*. Similarly, the *Richmond Times-Dispatch* hosts pages for *Powhatan Today*, *Goochland Gazette*, and *Mechanicsville Local*.

Some organizations in the state are producing content for conventional outlets to publish. These were not included in the inventory because they did not publish content on their own platform(s) during the course of the study. However, they do generate news and coverage for other outlets to publish. *Foothills Forum*, for example, is an independent nonprofit that partners with *Rappahannock News*, which publishes some of *Foothills Forum*’s content in print and online. Based in Rappahannock, *Foothills Forum* makes its work available, at no cost, to other outlets in nearby communities.<sup>13</sup> *Foothills Forum* also now features its coverage on its website’s homepage.

<sup>9</sup> “[Friday Will Be Special.](#)” *The Piedmont Journal Recorder*. February 13, 2025.

<sup>10</sup> “[Times-Virginian announces decision to close.](#)” *Times-Virginian*. February 6, 2025.

<sup>11</sup> “[About Us.](#)” *Cardinal News*. Accessed April 2025.

<sup>12</sup> “[About Us.](#)” *The Richmonder*. Accessed April 2025.

<sup>13</sup> “[About.](#)” *Foothills Forum*. Accessed May 2025.

Outlets are also collaborating to amplify local stories and increase representation in local media. For example, the Charlottesville Inclusive Media project was formed by *Charlottesville Tomorrow*, *Vinegar Hill Magazine*, and the “In My Humble Opinion” radio show to “create a healthier media ecosystem for diverse communities.”<sup>14</sup> *Charlottesville Tomorrow* was founded in 2005 as “a community-driven, socially conscious news organization...and we serve our neighbors by connecting them to each other and to the issues that affect them most.”<sup>15</sup> *Vinegar Hill Magazine*, named after Charlottesville’s historically Black neighborhood, describes itself as “an independent African American publishing company” that provides “a space that is designed to support and project a more inclusive social narrative, to promote entrepreneurship, and to be a beacon for art, culture, and politics in the Central Virginia region.” “In My Humble Opinion Radio Show” is described as “an African American female-owned digital production company” and is a talk radio show that airs live weekly on 101.3 FM and is distributed through social media and podcast platforms.<sup>16</sup> The show focuses on “being a sounding board for issues that affect the local Black community and creating opportunities to effect positive change and have honest, thought-provoking conversations.”<sup>17</sup>

## NATIONAL OUTLETS COVERING VIRGINIA

Some of the local news coverage in Virginia is produced by nationwide outlets such as *Patch*, *Daily Voice*, and *Metric Media*, all of which describe themselves as offering local coverage to communities in various states. These outlets advertise local content in multiple locations in Virginia, however, content is often shared across local websites. Because these three named outlets repeated content across their respective sites so regularly, they were included as a single news outlet in the inventory rather than as many distinct outlets.

*Patch* indicates it provides state and local news to 30,000 communities in the United States. In its “Across Virginia” page, *Patch* provides statewide coverage on a range of topics and local coverage for 518 communities in Virginia. Many communities in the state have pages where users can see upcoming weather and major local events.<sup>18</sup> Similarly, *Daily Voice* is an outlet that provides coverage for several states and aims to “bridge the ‘news desert’ between national and hyper-local, covering town, city, county, and state.” It provides coverage of seven states: Connecticut, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, and Virginia. However, the coverage for each state varies. Some states, like Connecticut and New Jersey, have hundreds of sites, while in Virginia, *Daily Voice*’s 47 sites are concentrated in Northern Virginia—specifically Arlington, Alexandria, Fairfax, Loudoun, Prince William, and Stafford counties.<sup>19</sup>

*Metric Media*, launched in 2020, reports that it covers 1,300 communities across nearly every state in the United States, aiming to give “every citizen a voice in their community.”<sup>20</sup> Their model claims to be more interactive, where readers can pitch stories and view government data regarding their hometowns. However, some have pointed out that the news organization is an example of growing networks of news sites funded by partisan actors.<sup>21</sup> In Virginia, *Metric Media* hosts almost 30 news websites, including *Central Virginian Times*, *Fredericksburg Leader*, *Northern Neck Times*, *SW Virginia News*, and *West NOVA News*.

This report captures a snapshot of a moment in time. Virginia’s media landscape is continually evolving, and repeating this study—or conducting additional research—would be valuable for tracking shifts over time, particularly as ongoing investments shape the ecosystem.

<sup>14</sup> “[About.](#)” *Charlottesville Inclusive Media*. Accessed May 2025.

<sup>15</sup> “[Newsletter Sign Up.](#)” *Charlottesville Tomorrow*. Accessed May 2025.

<sup>16</sup> “[About Us.](#)” *Vinegar Hill Magazine*. Accessed May 2025.

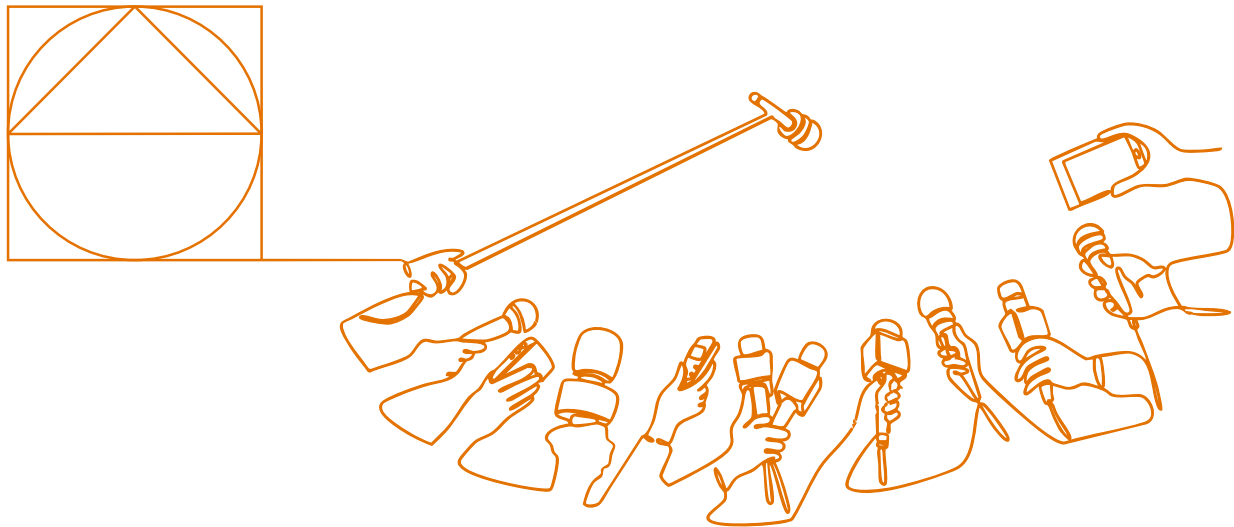
<sup>17</sup> “[About Us.](#)” *In My Humble Opinion*. Accessed May 2025.

<sup>18</sup> “[About.](#)” *Patch*. Accessed May 2025.

<sup>19</sup> “[About Us.](#)” *The Daily Voice*. Accessed May 2025.

<sup>20</sup> “[Become a Community Newsmaker.](#)” *Metric Media*. Accessed May 2025.

<sup>21</sup> “[The Nonprofits and PACs That Spent \\$14 Million on the Metric Media Network in 2021–22.](#)” *Columbia Journalism Review*. August 8, 2024; “[The Metric Media Network Runs More than 1,200 Local News Sites. Here Are Some of the Nonprofits Funding Them.](#)” *Columbia Journalism Review*. October 14, 2021.



## VI. THUMBNAIL PROFILES OF OUTLETS COVERING THE COMMONWEALTH

This section provides brief profiles of the 277 outlets covering Virginia that researchers identified and inventoried. The information presented is sourced largely from publicly available information, such as the outlet’s website, and when available, from survey responses. Other information presented regarding the topics covered by an outlet is derived from the content analysis part of the study. The information on content might not be exhaustive of an outlet’s coverage on a single day during that phase of the research. For further information on the study’s methods and approach, see “About the Study” (Section VII). This information is up-to-date as of April 2025.

**ABC WHSV 3** is an ABC affiliate TV and digital news outlet owned by Gray Media that produces content daily. It covers news in Harrisonburg, Staunton, Waynesboro, and Augusta County, Virginia, along with the broader Shenandoah Valley region.

**Alexandria Gazette Packet** is a digital and weekly print newspaper covering news in Alexandria, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. Content is mainly written by byline authors or general staff, covering art and events, people and community groups, businesses, and development projects.

**Alexandria Living Magazine** is a daily digital and bimonthly print lifestyle magazine covering news in Alexandria, Virginia. Its content is written by staff and includes coverage of local restaurants and businesses, events, home and garden, and health.

**Alexandria Times** is a locally owned digital and weekly print newspaper covering news in Alexandria, Virginia. Its news is written by byline authors and covers a range of topics, including local government and infrastructure.

**The Alleghany Journal** is a daily digital newspaper covering news in Clifton Forge and Alleghany Highlands, Virginia. Content is written by byline authors and covers a wide range of topics, including local government, schools, college sports, entertainment, crime, and local people.

**Allegheny Mountain Radio** is a network of three public, non-commercial community stations covering Pocahontas County, West Virginia and Bath and Highland counties in Virginia. It is owned by Pocahontas Communications Cooperative Corporation and is operated by a combination of volunteers and a small number of paid staff members.

**The Altavista Journal** is a daily digital and weekly print newspaper covering news in Altavista, Hurt, and Pittsylvania and Campbell counties in Virginia. It is owned by Womack Publishing. Its content is produced mainly by byline authors and general staff, with some articles written by outside contributors. It covers topics such as high school sports, business, and local government.

**ALXNow** is a daily digital newspaper covering news in Alexandria and Falls Church, Virginia. Its content is produced by a locally owned company in Northern Virginia, which also publishes *ARLNow* (Arlington) and *FFXNow* (Fairfax). *ALXNow's* news is written mainly by byline authors and covers a wide range of topics.

**The Amelia Bulletin Monitor** is a digital and weekly print newspaper covering news in Amelia County, Virginia, and the surrounding area. Its content is produced mainly by general staff, with some articles written by contributors or byline authors. Its content covers various topics, including local people, government, sports, schools, car accidents, and culture and lifestyle.

**Amherst New Era-Progress** is a daily digital newspaper covering news in Amherst County, Virginia. It is owned by Lee Enterprises and is connected to a group of newspapers that includes *The News & Advance* and *Nelson County Times*. Authorship information could not be determined because of a paywall, and its content covers a wide range of news topics.

**Annandale Today** is a daily digital newspaper covering Annandale, Bailey's Crossroads, Lincolnia, and Seven Corners in Fairfax County and nearby Falls Church, Virginia. Its content is written by general staff and covers various topics, including local people, schools, crime, restaurants, business, state and local government, and the environment.

**The Arlington Catholic Herald** is a religious digital and weekly print newspaper covering Arlington, Virginia. Its content is written by mainly byline authors, with some articles from staff and outside contributors. It publishes content in English and Spanish, with topics including local people, schools, arts, and social, national and international issues.

**The Arlington Connection** is a digital and weekly print newspaper covering news in Arlington, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is written mainly by byline authors or general staff, with some outside contributors. Its content covers a wide range of topics, including culture and lifestyle, crime and police, and local restaurants.

**ARLNow** is a daily digital newspaper covering news in Arlington, Virginia. Its content is produced by a locally owned company in Northern Virginia, which also publishes *ALXNow* (Alexandria) and *FFXNow* (Fairfax). Its content is written mainly by byline authors and covers a wide range of topics, including local business, community groups, and infrastructure and development.

**Ashburn Magazine** publishes online content weekly and every other week in print, covering news in Ashburn, Virginia. It is owned by Rappahannock Media, LLC and produces a mix of news and enterprise pieces written by general staff. It covers topics such as people, local history, restaurants, and schools.

**The Augusta Free Press** publishes daily digital content, covering the counties of Augusta, Albemarle, and Nelson and the cities of Charlottesville, Staunton, and Waynesboro, Virginia. Its content is written by byline authors and addresses a wide range of topics, including sports, education, and government.

**Axios Richmond** is a print and digital newspaper publishing content daily. Axios covers news in communities across the country and in Richmond, Virginia. Content is written by byline authors about topics such as business, crime, and lifestyle.

**BCVoice** is the student news site of Bridgewater College in Bridgewater, Virginia, publishing weekly on topics including news, events, media, and sports. Its radio affiliate, BCVoice Midweek Radio, airs weekly.

**The Bedford Bulletin** is a digital and weekly print newspaper covering Bedford, Virginia. Its content is written mainly by byline authors or general staff, covering a wide range of topics such as people, government, history, education, and high school sports. *The Bedford Bulletin* is owned by Paxton Media Group in Paducah, Kentucky.

**The Big Stone Gap Post** is a digital and weekly print newspaper covering news in Big Stone Gap and Norton, Virginia. It is part of Lewis Co. Press LLC. Authorship information was not available because of a paywall, but its content covers topics such as local people, high school sports, crime, entertainment, religion, and lifestyle.

**The Bland County Messenger** is a digital and weekly print newspaper in Bland, Virginia. It is owned by Lee Enterprises. It publishes news articles written by byline authors, covering topics such as elections and politics, crime, and sports.

**The Blue Ridge Leader & Loudoun Today** is a digital and monthly print newspaper covering western Loudoun County, Virginia. Its content is written mainly by general staff, with some articles from outside contributors. It covers topics such as local government, infrastructure and development, schools, small businesses, arts, crime, and health.

**Blue Ridge PBS** is a PBS member television station in Roanoke, Virginia, owned by Blue Ridge Public Television, Inc. It is comprised of five broadcast channels: Blue Ridge PBS/WBRA-TV 15.1, Blue Ridge PBS 2 (formerly Southwest Virginia PTV) 15.2, Blue Ridge PBS Kids 15.3, Blue Ridge PBS Create 15.4, and ECHO (Education, Community, Health, Opportunity). Blue Ridge PBS produces its own documentaries, shorts, and series. PBS Appalachia began broadcasting in 2023 and operates as a branch of Blue Ridge PBS.

**The Brackety-Ack** is Roanoke College's biweekly, digital, student-run newspaper. Its content is written mainly by byline authors, covering a wide range of topics, including social issues, entertainment, local people, and college sports.

**The Breeze** is the digital and weekly print student-run newspaper of James Madison University in Harrisonburg, Virginia. Its content is produced by a mix of byline and staff writers, covering college sports, community events, and education. It also produces Breeze TV, which offers coverage of student life on campus.

**The Bristol Herald Courier** publishes both semi-daily print and daily digital news content of Bristol, Virginia. It is owned by Lee Enterprises. It covers a wide range of topics, including elections, crime, sports, local people, and business.

**Brunswick Times-Gazette** is a daily digital and weekly print newspaper covering Chase City, Clarksville, South Hill, and Mecklenburg County, Virginia. It is owned by Womack Publishing. Its content covers topics such as schools, politics, high school sports, and transportation.

**BTW21** is a daily TV news outlet. It covers local news, weather, and sports in Martinsville, Henry County, Patrick County, and Franklin County, Virginia.

**Bull Run Now** publishes content online every other week, covering news in Manassas and Prince William County, Virginia. It serves as a shared digital site for the print publications of *Bull Run Observer*, *The Old Bridge Observer*, and *The Manassas Observer*. Its news content covers topics such as crime, accidents, weather, local people, and schools.

**Bull Run Observer** is a biweekly print newspaper covering Manassas and Prince William, Virginia. It shares bullrunnow.com with *The Old Bridge Observer* and *The Manassas Observer* newspapers.

**Burke Connection** is a digital and weekly print newspaper covering news in Burke, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. Its content is written by byline authors and contributors, on topics such as government, sports, people, and culture.

**The Cadet** is a digital and biweekly print student-run newspaper at the Virginia Military Institute in Lexington, Virginia. Its content is written by byline authors and covers a range of topics, including local history, sports, campus life, and education.

**The Captain's Log** is a weekly digital student-run newspaper for Christopher Newport University in Newport News, Virginia. It covers news on campus, in Virginia, and around the world. Its content is written by byline authors and covers a range of topics, including local government, arts and entertainment, and lifestyle.

**Cardinal News** is a nonprofit newspaper publishing daily digital content in Southwest and Southside Virginia. Its news is written by byline authors or staff, with some articles from outside contributors. *Cardinal News* content includes local and state government, social issues, infrastructure and development, weather, and local people.

**The Carroll News** is a digital and daily print newspaper covering the counties of Carroll and Grayson, Virginia. Its content is written by byline authors and includes a range of content, such as high school sports, crime, and education.

**The Catholic Virginian** is a semi-daily digital and biweekly print newspaper covering news in Richmond, Virginia. Its content is written by byline authors and sister publications and is offered in both English and Spanish. It covers a range of topics, including social issues, local people, education, and national and international news.

**The Cavalier Daily** is a student-run daily digital and biweekly print newspaper at the University of Virginia and describes itself as the oldest collegiate daily in Virginia and the oldest daily newspaper in Charlottesville, Virginia. It publishes content written by byline authors, on topics such as education, local government, college sports, crime, and weather.

**CBS WDBJ** is a CBS affiliate daily TV and digital outlet covering news in Roanoke, along with much of Southwest and Central Virginia. It is owned by Gray Television.

**CBS WTVR** is a CBS affiliate daily TV and digital news source publishing content daily. Part of the Scripps News Group, it provides coverage for Richmond, Virginia and the surrounding area.

**The Central Virginian** is a digital and daily print newspaper in Louisa County and Lake Anna, Virginia. Part of Lakeway Publishers, its content is written by byline authors and covers a range of topics, including arts and entertainment, crime, and local politics.

**Centre View** is a digital and weekly print newspaper covering news in Centreville, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. Its content is written by byline authors or staff and covers a wide range of content, from community events to state government.

**The Chanticleer** is a digital monthly newspaper produced by students at Averett University in Danville, Virginia. It publishes news events written by byline authors and covers topics such as college sports, business, and education.

**The Charlotte Gazette** is a newspaper that publishes print and digital news twice a week in Charlotte County, Virginia. It is owned by Boone Newsmedia. Its content is written by byline authors and covers a range of topics, including business, local government, and the environment.

**Charlottesville Tomorrow** is a nonprofit daily digital newspaper covering news in Charlottesville and Albemarle County, Virginia, along with the surrounding area. Its content is written by byline authors, covering topics such as local government and schools, local people and area-focused development and business.

**The Chatham Star-Tribune** is a daily digital and weekly print newspaper covering Chatham, Danville, and Pittsylvania County, Virginia. It is owned by Womack Publishing. Its content is written by byline authors or general staff and covers a wide range of topics, including sports, local government, business, weather, arts, local people, and disasters.

**Chesapeake Bay Journal** is a weekly digital and monthly print newspaper published in Chesapeake Bay, Virginia. Its content is a combination of enterprise pieces and news events written by byline authors, covering mainly the environment, with a few pieces on state government and local business.

**The Citizen** is a digital and twice-weekly print newspaper in Harrisonburg, Virginia. Its content is written by both byline and outside contributors, covering a range of topics, including education, infrastructure, and local lifestyle.

**The Clinch Valley News & Richlands Press** is a daily digital and weekly print newspaper in Tazewell, Virginia. It is owned by Lee Enterprises. Authorship information could not be determined because of a paywall. It publishes news pieces that cover a range of topics, including health care, crime, and local government.

**The Coalfield Progress** publishes content twice a week digitally and in print, focusing on news in Norton and Wise County, Virginia. Its content is written by byline authors, outside contributors, and sister publications. It is part of Lewis Co. Press LLC and covers a wide range of topics, including business, sports, arts, local people, local government, crime, weather, and schools.

**The Collegian** is the University of Richmond's digital and weekly print student-run newspaper. It publishes content written by byline authors, covering a range of topics, including social issues, college sports, national news, and education.

**Collegiate Times** is a student-run, daily digital and weekly print newspaper at Virginia Polytechnic Institute and State University (also known as Virginia Tech) in Blacksburg, Virginia. Its content is written by byline authors and covers topics ranging from social issues to college sports.

**The Commonwealth Times** is the digital and weekly print student-run newspaper at Virginia Commonwealth University in Richmond, Virginia. Its content is written by byline authors and covers topics such as college sports, business, and lifestyle.

**Cooperative Living** is a daily digital and monthly print outlet covering the Washington, D.C., Maryland, and Virginia metropolitan area. It is published by the Virginia, Maryland, and Delaware Association of Electric Cooperatives. Content is written by byline authors and covers business, local people, environment (agriculture), and restaurants.

**The Courier-Record** is a digital and weekly print newspaper in Blackstone, Virginia. Its content is written by staff, covering topics of crime, local people, local government, and disasters. Authorship could not be determined due to the absence of bylines or author information on the site.

**The Crewe-Burkeville Journal** publishes daily digital and weekly print news in Southside Virginia. Its content is written by staff, byline authors, and outside contributors. The Journal covers a wide range of topics, including local people, disasters, national news, local history, schools, and transportation.

**The Critograph** is a weekly digital student-run newspaper at the University of Lynchburg. It publishes content written by staff and contributors, covering topics such as college sports, crime, arts, lifestyle, and education.

**The Crozet Gazette** is a digital and monthly print newspaper covering news in Crozet and western Albemarle County, Virginia. Its content is written by byline authors covering topics such as local people, community groups, government, schools and high school sports.

**Culpeper Star-Exponent** is a daily digital and three-times-per-week print newspaper covering Culpeper, Fauquier, Orange, Rappahannock, Madison, and some areas of northern Virginia. It is owned by Lee Enterprises. Its authorship is blocked by a paywall, however, it covers topics such as crime, local people, arts and entertainment.

**Culpeper Times** is a daily digital and weekly print newspaper covering Arlington, Fairfax, Prince William, Stafford, Culpeper, Fauquier, and Loudoun counties in Virginia. It is owned by Rappahannock Media, LLC. It is part of Inside NoVa and is written by byline authors, covering such topics as crime, infrastructure, and elections.

**Cville Right Now WINA 98.9FM and 1070 AM** is a radio and digital-news outlet covering Charlottesville, Virginia. It is part of Charlottesville Media Group and is owned by Saga Communications, Inc.

**C-ville Weekly** is a digital and weekly print newspaper covering news in Charlottesville and Albemarle County, Virginia. Its content is written by byline authors and covers a wide range of topics, including infrastructure and development, arts, local history, business, and politics.

**Cville 107.5 WCHV** is a broadcast radio station covering local news in Charlottesville, Virginia. It is owned by Monticello Media.

**Daily News-Record** is a daily digital and print newspaper covering news in the Shenandoah Valley, including Harrisonburg and Rockingham County, Virginia. It is owned by Ogden Newspapers. Its content is written by byline authors and covers a wide range of topics, including college sports, business, local people, local government, arts, and lifestyle.

**Daily Press** is a daily print and digital newspaper covering news in Newport News and Norfolk, Virginia. It is owned by Tribune Publishing. Its content is written by byline authors and covers topics such as local government, crime, infrastructure, lifestyle, business, entertainment, elections, and weather.

**The Daily Progress** publishes digitally daily and produces a print publication three days a week in Charlottesville, Virginia. It has been owned by Lee Enterprises since 2020. Its content is written by byline authors and covers a wide range of topics including elections, crime, sports, local people, and business.

**The Daily Runner** is a digital student-led outlet at Regent University in Virginia Beach, Virginia. Content is written by byline and staff authors covering topics that include college sports, arts and entertainment, schools and education, and religion.

**Daily Voice** is a daily digital outlet covering local news in hundreds of locations across the states of Connecticut, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, and Virginia. In Virginia, it covers Fairfax, Loudoun, Prince William, Stafford, Alexandria, and Arlington counties. Its content is written by byline authors and spans topics including people, crime, health, business, weather, disasters, and entertainment.

**Danville Register & Bee** publishes digitally daily and more than once a week in print, covering news in Danville, Virginia. It is owned by Lee Enterprises. Its content is written by byline authors, staff, contributors, and sister publications. It covers a wide range of topics, including local people, local sports, social issues, and education.

**DC News Now** is a CW affiliate that produces daily TV and digital news about Arlington, Fairfax, and Chantilly, Virginia. It is owned by Nexstar Media Group, and its content includes local news, people, weather, and sports.

**The Declaration** is a digital and weekly print newspaper covering news in Independence, Galax, and Grayson, Virginia. Its content is written by byline authors, staff, and contributors. Topics covered include crime, local government, local people, and entertainment. *The Declaration* is owned by Paxton Media Group in Paducah, Kentucky.

**Delmarva Now** is a digital and weekly print newspaper covering the Delmarva Peninsula, including the Eastern Shore of Virginia. It publishes content written by byline authors, covering topics such as disasters, crime, and local people.

**The Dickenson Star** is a digital and weekly print newspaper in Dickenson County, Virginia. It is part of Lewis Co. Press LLC and publishes content written by byline authors and covers a range of topics including local people, government, infrastructure, and education.

**The Dinwiddie Monitor** publishes content daily online and weekly in print, covering news in Dinwiddie County, Virginia. It covers a wide range of topics, including schools, crime, local and state government, and disasters.

**Eastern Shore Post** is a digital and weekly print newspaper covering Accomack and Northampton, Virginia. Its content is written by byline authors and covers mainly local people and community events.

**Edible Blue Ridge\*** is a digital and quarterly print magazine that covers Central and Southwestern Virginia's regional food scene. It also provides information on food-centered community events. It is owned by Edible Communities, a network of independently owned regional magazines across the U.S. and Canada.

**En Forme** is a digital and monthly print magazine covering news across Virginia; print copies are distributed in Richmond, Norfolk, Virginia Beach, Chesapeake, Newport News, Suffolk, Danville, Salem, Fredericksburg, Staunton, and Hot Springs, Virginia. It is owned by Lee Enterprises. Its content is written by byline authors and has a focus on lifestyle topics such as restaurants, entertainment, local businesses and people, and recreation.



**The Enterprise** is a digital and weekly print newspaper covering news in Patrick County, Virginia. Owned by Mountain Media, it is written by general staff, covering topics such as government, people, and high school sports.

**Evince** publishes content twice per week digitally and once a month in print, covering news in Danville, Virginia, and the surrounding areas. It publishes a mix of enterprise and opinion pieces written by byline authors. It reports on local people and lifestyle topics, including culture, restaurants, and arts and entertainment.

**Fairfax Connection** is a digital and weekly print newspaper covering news in Fairfax, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is mainly written by staff with some designated byline authors. Its content is mainly local, covering people, government, and development projects.

**Fairfax County Times** is a digital and weekly print newspaper covering news in Fairfax County, Virginia. Its content is written mainly by byline authors or general staff, with some articles posted by outside contributors. It covers a wide range of topics, including schools, local people, local government, high school sports, arts and education, elections, and social issues.

**The Fairfax Independent** is a digital and daily print newspaper covering news in Fairfax, Virginia. It publishes a mix of news and opinion pieces written by byline authors and outside contributors. Topics covered include local government, national news, and the economy.

**Fairfax Station, Clifton, Lorton Connection** is a digital and weekly print newspaper covering news in Fairfax County, specifically in Fairfax Station, Clifton, and Lorton. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is written by mostly byline authors and staff, with content about topics such as crime and development projects.

**The Falls Church Independent** is a digital newspaper covering Falls Church, Virginia. Its content is written mainly by byline authors and general staff and covers topics such as schools, people, arts, events, and culture.

**Falls Church News-Press** is a nonprofit weekly, print and digital newspaper covering Falls Church, Virginia, and the broader Northern Virginia and Washington, D.C., region. Its content is written mainly by byline authors or general staff and covers topics such as elections and politics, schools, local people, and college sports.

**The Farmville Herald** is a newspaper that publishes digitally daily and prints twice a week out of Farmville, Virginia. It is owned by Boone Newsmedia. Its content is written by byline authors and covers a range of topics, including college sports, infrastructure, and schools and education.

**Fauquier Now** is a digital and daily print newspaper in Fauquier, Virginia. It is owned by Rappahannock Media, LLC. Its content is written by byline authors and covers a range of topics, including state and local government, sports, and crime.

**Fauquier Times** is a nonprofit news organization that publishes digitally daily and weekly in print for Fauquier and Prince William counties in Virginia. It is owned by Piedmont Media, LLC. Its news is written by byline authors covering a wide range of topics, including local government and high school sports.

**FFXNow** is a daily digital newspaper covering news in Fairfax, Virginia. Its content is produced by a locally owned company in Northern Virginia that also publishes *ALXNow* (Alexandria) and *ARLNow* (Arlington). Its news content is written mainly by byline authors and covers a wide range of content, including local sports, government, and development projects.

**The Fincastle Herald** is a weekly print and digital newspaper covering news in Botetourt County, Virginia. Owned by Mountain Media, it is written by general staff, covering topics such as local history, government, schools, crime, cultural events, and the environment.

**The Flat Hat** is a daily print and digital student-run newspaper at the College of William and Mary in Williamsburg, Virginia. Its content focuses on news related to the university, with additional coverage of the broader Williamsburg area. It publishes a mix of news, opinion, and enterprise pieces written by byline authors, with topics such as the environment, college sports, arts and entertainment, social issues, local government, politics, and culture and lifestyle.

**The Floyd Press** is a daily digital and weekly print newspaper in Floyd County, Virginia. It is owned by Lee Enterprises. It publishes both news articles and enterprise pieces, written by both byline and staff authors, and covers a range of content, including local government, arts and entertainment, and culture.

**Fluvanna Review** is a newspaper that publishes content digitally daily and in print twice a week in Fluvanna, Virginia. It is written by byline authors and covers a range of content, including local business, crime, taxes, and disasters.

**The Forum** is a digital newspaper published by students at Piedmont Virginia Community College in Albemarle County, Virginia. Its content includes news events and enterprise pieces written by byline authors, covering topics such as arts and entertainment, culture, and local people.

**Fourth Estate** is a student-run, daily print and digital newspaper at George Mason University in Fairfax, Virginia. It reports on news related to the university as well as the broader Fairfax County area. Its content is a mix of news, opinion, and enterprise pieces written by byline authors, on topics such as local government, college sports, restaurants, social and international issues, and culture and lifestyle.

**Fox 5 DC WTTG** is a daily TV and digital news source that is part of the Fox network and is owned by the Fox Broadcasting Company. It covers Northern Virginia; Washington, D.C.; Maryland; and Martinsburg, Virginia, on topics such as local crime, weather, traffic, education, sports, and health care.

**Fox WEMT\*** provides daily TV and online news in Bristol, Virginia, and the broader Southwest Virginia region. It shares a studio with NBC WCYB and is operated by Sinclair Broadcast Group.

**Fox WFXR** provides daily TV and online news for Roanoke, Lynchburg, and Danville, Virginia, as well as the New River Valley. It is owned by Nexstar Media Group.

**Fox WRLH\*** provides daily TV and online news in Richmond, Virginia and the surrounding area. It is owned by Sinclair Broadcast Group.

**Fox WVBT\*** provides daily TV and online news in Norfolk, Virginia, and the Hampton Roads area. It shares a studio with NBC Wavy.com, also known as WAVY TV 10, and is owned by Nexstar Media Group.

**The Franklin News-Post** is a newspaper that publishes digitally daily and in print twice a week. Covering Franklin, Virginia, it is owned by Lee Enterprises. Its content is written by byline authors and covers a range of topics, including local and state government, college sports, and crime.

**The Fredericksburg Free Press** is a nonprofit daily digital newspaper covering news in Fredericksburg, Virginia, and surrounding Caroline, King George, Spotsylvania, and Stafford counties. It publishes mostly news stories with some enterprise pieces, and its content is written by byline authors and general staff. Its content covers government, business, people, infrastructure and transportation, schools, and crime.

**The Free Lance-Star** is a digital and daily print newspaper covering Fredericksburg, Virginia. It is owned by Lee Enterprises. Its content is written mainly by byline authors and covers a wide range of topics, including crime, local sports, schools, and social issues.

**The Galax Gazette** publishes content daily online and twice per week by print, covering news in Galax, Grayson County, and Carroll County, Virginia. Its content is written by byline authors, covering topics such as high school sports, people, government, crime, disasters and accidents, health care, and development projects. *The Galax Gazette* is owned by Paxton Media Group in Paducah, Kentucky.

**The Gazette-Virginian** is a newspaper that publishes weekly content both digitally and in print in Halifax, Virginia. Its content is written by byline authors and covers a range of topics, including local government, education, and business.

**Gloucester-Mathews Gazette-Journal** is a digital and weekly print newspaper covering Gloucester and Mathews counties in Tidewater, Virginia. Its content is written by a combination of byline and staff authors and covers topics such as sports, local government, and business.

**The Goochland Gazette** is a digital and weekly print newspaper covering Goochland, Virginia. It is owned by Lee Enterprises and is part of a group of newspapers in the Richmond area, including the *Richmond Times-Dispatch*, *Powhatan Today*, and *Mechanicsville Local*. It covers high school sports, people, business, health care, and schools.

**Great Falls Connection** is a digital and weekly print newspaper covering news in Great Falls, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its content is written by byline authors with some outside contributors. Its content is mainly local, covering a wide range of topics, including people, development projects, schools, disasters, weather, and arts.

**Greene County Record** publishes digital content daily and multiple times per week in print. Covering Greene County, Virginia, it is owned by Lee Enterprises. Its content is written mainly by byline authors and covers a wide range of topics, including state government and politics, local people, high school sports, and crime.

**Grove Street FM** is a daily radio station covering news in Bedford, Virginia. Its coverage includes local news, sports, weather, and talk.

**The Hampton Roads Messenger** publishes digital content daily and in print weekly about news in Norfolk, Portsmouth, Chesapeake, Hampton, Newport News, Suffolk, and Virginia Beach, Virginia. Its content is written by general staff, covering topics such as local people, high school sports, and traffic.

**The HBCU Advocate** is a news source covering Virginia that focuses on news for students and alumni of historically Black colleges and universities (HBCUs). Its content is published digitally daily and in print weekly. It is authored by staff and covers topics such as business and economy, schools and education, and sports.

**HealthLink Magazine** is a print magazine with new issues three times per year. It is owned by Valley Health and covers the northern Shenandoah Valley, including Clarke, Frederick, and Warren, Virginia. Its content features local health news stories.

**Henrico Citizen** is a daily digital newspaper covering Henrico County, Virginia. Its content is written mainly by byline authors or general staff, with some content from outside contributors. It covers a wide range of topics, including infrastructure and development, schools, crime, local people, state government, and disasters.

**Henry County Enterprise** is a digital and daily print newspaper covering Martinsville, Virginia, and nearby Henry County. Its content is written mainly by general staff with some articles from contributors and byline authors. Owned by Mountain Media, it covers topics such as people and community groups, government, schools, development projects, elections, small business, crime, and the arts.

**El Imparcial** is a daily digital and biweekly print Spanish-language newspaper covering Washington, D.C., Maryland, and Virginia. Its content is authored by staff on topics such as business, crime, culture, and lifestyle.

**Independent-Messenger** publishes content daily online and twice a week in print, covering news in Emporia, Virginia, and nearby Greensville County. Its content is written mainly by byline authors and covers a wide range of topics, including local government and people, sports, schools, economy, social issues, and crime.

**Inside NoVa** publishes content daily online and weekly in print, covering news in Northern Virginia, specifically Arlington, Culpeper, Fairfax, Fauquier, Loudoun, Prince William, and Stafford counties, along with the cities that lie within them. Its content is written mainly by byline authors or general staff, plus outside contributors. It is owned by Rappahannock Media, LLC. Publishing mostly news with some opinion pieces, it covers a wide range of topics, including business, disasters and accidents, high school sports, crime, development projects, social issues, national issues, health, schools, and entertainment.

**The Iron Blade** is Ferrum College's weekly digital newspaper. It publishes mainly news events, plus some opinion pieces, written by byline authors. It covers a range of topics, including college sports, education, local people, and international issues.

**The Jefferson Independent** is a student-run, independent digital newspaper at the University of Virginia in Charlottesville, Virginia. It publishes a mix of news, opinion, and enterprise pieces written mainly by byline authors, plus some outside contributors. It covers a wide range of content, including local people and community groups, social issues, college sports, and schools.

**Jewish News** is a nonprofit digital and bi-weekly print newspaper covering news in Tidewater Virginia, including Norfolk, Chesapeake, Portsmouth, Suffolk, and Virginia Beach, Virginia. It is owned by the United Jewish Federation of Tidewater and publishes a mix of enterprise and opinion pieces written by byline authors. Its content covers local people, business, and disasters and accidents.

**The Kenbridge-Victoria Dispatch** is a newspaper in Lunenburg County publishing daily online and weekly in print. It is owned by Boone Newsmedia. Its content is written by staff and covers topics such as local government, environment, and business.

**The Lebanon News** is a newspaper in Lebanon and Russell County, Virginia, publishing weekly in print and twice weekly online. Its content is written by byline authors and covers a range of topics, including local government, business, and education.

**The Legacy** is a newspaper publishing digitally and in print twice a week in Richmond, Virginia; it also covers statewide news. It publishes news written by both byline and staff writers covering a range of topics, including technology and science, education, and infrastructure.

**Liberty Champion** is the student-run daily school newspaper at Liberty University in Lynchburg, Virginia. It publishes in both print and digital and is written by byline authors covering a range of topics, including social issues, college sports, and business.

**Loudoun Now** is a newspaper in Loudoun County, Virginia, that publishes online daily and weekly in print. Its content is written mainly by byline authors, with some outside contributors, and covers a range of topics, including schools and education, business, and crime.

**Loudoun Times-Mirror** publishes content daily online and weekly in print covering news in Loudoun County, Virginia. It is owned by Ogden Newspapers. Its content is written mainly by byline authors or general staff and covers a wide range of topics, including local government, crime, schools, sports, state government, arts and entertainment, and development projects.

**Lynchburg Agenda** is an independent publication covering greater Lynchburg, Virginia. It publishes news stories, as well as articles about real estate and dining guides.

**Mace & Crown** is a student-run newspaper published digitally daily and in print twice a year at Old Dominion University in Norfolk, Virginia. Its news is written by byline authors and covers a range of topics, including business, national news, social issues, and local people.

**Madison County Eagle** is a newspaper that publishes content online daily and in print multiple times per week in Madison County, Virginia. It is owned by Lee Enterprises. Its content is written mainly by byline authors and covers topics such as state government, accidents, local history, people, and crime.

**The Manassas Observer** is a biweekly print newspaper covering Manassas and Prince William County, Virginia. It covers topics such as local people, businesses, and infrastructure. It shares [bullrunnow.com](http://bullrunnow.com) with *Bull Run Observer* and *The Old Bridge Observer* newspapers.

**The Marlin Chronicle** is a student-run monthly digital newspaper at Virginia Wesleyan University in Virginia Beach, Virginia. It publishes a combination of news events and enterprise pieces written by byline authors on a range of topics, including college sports, entertainment, education, and business.

**The Martinsville Bulletin** is a daily print and digital newspaper covering Martinsville as well as Henry and Patrick counties in Virginia. It is owned by Lee Enterprises. Its content is written by byline authors and covers people, government, sports, crime, health, and schools.

**McLean Connection** is a digital and weekly print newspaper covering news in McLean, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is written mainly by byline authors or general staff and covers people, arts, weather, and development projects.

**Mechanicsville Local** is a digital and weekly print newspaper covering news in Mechanicsville and Ashland, Virginia. It is owned by Lee Enterprises and is part of a group of newspapers in the Richmond area that includes the *Richmond Times-Dispatch*, *Powhatan Today*, and *Goochland Gazette*. Its content is written mainly by byline authors, with some outside contributors, and covers sports, history, business, people, crime, and disasters.

**The Mecklenburg Sun** is published digitally on the website [sovanow.com](http://sovanow.com) and weekly in print. It covers South Hill, Clarksville, and Chase City, Virginia, on a range of topics, including local people, education, infrastructure, and crime.

**Metric Media** is a daily digital news source covering over 1,300 communities across the United States, including 28 locations across Virginia. Its content is produced by staff writers and covers topics such as business and the economy, local government, and education.

**Middleburg Life** is a digital and monthly print magazine covering Aldie, Alexandria, Berryville, Great Falls, Hamilton, Leesburg, Marshall, McLean, Middleburg, Millwood, the Plains, Purcellville, Upperville, Vint Hill, and Warrenton, Virginia. Owned by Greenhill Media, it publishes news written by byline writers on topics such as business, arts and entertainment, and local people.

**Mountain Courier** is a digital and monthly print newspaper covering news in Shenandoah, Virginia. It publishes mostly enterprise pieces written by general staff covering topics such as culture and lifestyle, local history, business, weather, and local people.

**Mount Vernon Gazette** is a digital and weekly print newspaper covering news in Mount Vernon, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is written mainly by byline authors or general staff and covers people, history, and weather.

**NBC4 Washington** is a TV and digital news source covering the District of Columbia, Maryland, and Virginia (DMV). It is an NBC affiliate and publishes daily content on topics such as health care, politics, sports, education, traffic, and weather.

**NBC WAVY.com**, also known as WAVY TV 10, is a daily TV and digital outlet, covering news in Norfolk, Virginia, and the Hampton Roads area. It shares a studio with Fox WVBT and is owned by Nexstar Media Group, the largest local television broadcasting group in the United States.

**NBC WCYB** provides content daily on TV and online and covers news in Bristol, Virginia, and the broader Southwest Virginia region. It shares a studio with Fox WEMT and is owned by Sinclair Broadcast Group, which is the second largest television broadcasting group in the United States.

**Nelson County Times** is a daily print and digital newspaper in Nelson County, Virginia. It is owned by Lee Enterprises. Its content is written by byline authors and covers a range of topics, including local government, elections, and business.

**The New Castle Record** is a digital and weekly print newspaper covering Craig County, Virginia, and owned by Mountain Media. Its content is written by general staff, covering topics such as local people, government, schools, business, college sports, and accidents.

**The New Journal & Guide** is a digital and weekly print newspaper covering Hampton Roads, Norfolk, Portsmouth, Virginia Beach, Chesapeake, Suffolk, and the Peninsula in Southeastern Virginia. The New Journal & Guide is one of the oldest members of the Black Press and is Norfolk's oldest Black-owned company. Its content focuses on issues relevant to African American communities locally and nationally, and is written mainly by byline authors. It covers topics such as local people, local government, social issues, schools and education, arts and entertainment, and college sports.

**New Kent–Charles City Chronicle** is a daily print and digital newspaper covering New Kent and Charles City counties in Virginia. Its content is written by general staff and community members who contribute stories about events and local sports.

**The News & Advance** is a daily print and digital newspaper covering Lynchburg, Virginia, and the counties of Amherst, Appomattox, Bedford, and Campbell. Owned by Lee Enterprises, its content is written by byline authors and covers a wide range of topics, including local sports, business and philanthropy, development projects, crime, disasters and accidents, elections and politics, national news, schools, restaurants, arts and entertainment, and culture and lifestyle.

**The News-Gazette** is a digital and weekly print newspaper covering Lexington, Buena Vista, and the wider Rockbridge County area in Virginia. Its content is written by byline authors, featuring a range of topics, including people, government, crime, and local sports.

**The News Leader** publishes daily content both in print and online in Staunton and Waynesboro, Virginia, as well as the surrounding Augusta County. Part of Gannett Co, Inc., its content is written by byline authors and covers a wide range of topics, including weather, crime, and health care.

**News on the Neck** is a digital collaboration that includes content from *Northern Neck News*, *Westmoreland News*, and *Northumberland Echo*. It covers news in Heathsville, Lancaster, and Richmond, Virginia, as well as Northumberland and Westmoreland. Its content is written by byline authors and general staff, featuring topics such as local people, high school sports, government, crime, and the environment.

**News Messenger** publishes content twice weekly online and in print, and covers news in Montgomery County, Virginia. It is owned by Mountain Media. Its content is written by general staff and features a wide range of topics, including people and community groups, government, sports, schools, economy, arts, and politics.

**The News-Progress** is a digital and weekly print newspaper covering Chase City, Clarksville, and South Hill, Virginia, as well as broader Mecklenburg County. Its content is written mainly by byline authors and general staff, covering topics such as government, people, sports, schools, business, events, car accidents, crime, and weather.

**The News & Record** is a print newspaper that is published twice per week and covers Halifax County and South Boston, Virginia.

**The News Virginian** is a newspaper covering Staunton and Waynesboro, Virginia, and the broader region of Augusta and Nelson counties. It publishes content daily online and multiple times weekly by print. It is owned by Lee Enterprises and its content features national news, state government, college sports, and crime.

**North of the James** publishes content daily online and monthly in print. It covers news in Richmond, Charles City, Goochland, and Powhatan, Virginia, as well as the broader counties of Chesterfield, Hanover, Henrico, and New Kent. Its content is written by byline authors and general staff, covering topics such as people and community groups, arts and entertainment, history, and culture and lifestyle.

**Northern Neck News** is a weekly print newspaper covering Lancaster, Northumberland, Richmond, and Westmoreland, Virginia. It is owned by Lakeway Publishers, which also owns *Westmoreland News* and *Northumberland Echo*, all of which publish their digital content at [newsontheneck.com](http://newsontheneck.com).

**The Northern Virginia Daily** is a daily print and digital newspaper covering Shenandoah County, Frederick County, Clarke County, Warren County, and the city of Winchester. It is owned by Ogden Newspapers. Its content is written by byline authors and covers a range of topics, including local government and education.

**Northumberland Echo** is a weekly print newspaper covering Northumberland and Heathsville, Virginia. It is owned by Lakeway Publishers, which also owns *Westmoreland News* and *Northern Neck News*, all of which publish their digital content at [newsontheneck.com](http://newsontheneck.com).

**Nuevas Raíces** is a Spanish-language newspaper that covers the entirety of Virginia and is printed weekly. It publishes content on a wide range of topics, including local sports, weather, health care, crime, and infrastructure.

**Oak Hill/Herndon Connection** is a digital and weekly print newspaper covering news in the Oak Hill and Herndon areas of Fairfax County, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. It produces a mix of enterprise, opinion, and news articles written mainly by byline authors, covering topics that include elections and politics, weather, and development.

**The Old Bridge Observer** is a biweekly print newspaper covering Manassas and Prince William County, Virginia, that covers topics such as local people, businesses, and infrastructure. It shares [bullrunnow.com](http://bullrunnow.com) with *Bull Run Observer* and *The Manassas Observer* newspapers.

**Old Town Crier** is a monthly print and digital newspaper covering the counties of Fauquier, Loudoun, and Rappahannock and the cities of Alexandria and Warrenton, Virginia. It publishes mostly staff-written enterprise stories that cover local restaurants, businesses, entertainment, and culture and lifestyle.

**Orange County Review** publishes content daily online and multiple times weekly in print in Orange County, Virginia. It is owned by Lee Enterprises. Its content is written mainly by byline authors on a wide range of topics, including government, arts, development projects, health care, accidents, and crime.

**Oyster Pointer** is a monthly newspaper published both digitally and in print in Oyster Point, Virginia. Its content is written by byline authors and covers a range of topics, including local people, businesses, and entertainment.

**The Page News and Courier** is a weekly print newspaper covering Page, Virginia. It is owned by Ogden Newspapers and provides coverage of local and regional news, featuring topics such as education, local sports, and local politics.

**Page Valley News** is a daily digital newspaper covering Page County, Luray, Stanley, and Shenandoah, Virginia. Its content is written by staff and covers a range of topics, including the environment, health care, and local sports.

**Patch** is a daily digital newspaper with 1,246 local news communities across the country, including 39 in Virginia. It publishes a mix of news and enterprise pieces, mostly written by byline authors, and covers topics including business, weather, crime, health care, politics, disasters and accidents, and entertainment.

**The Patriot** is a digital and weekly print newspaper covering Pulaski County and Radford City, Virginia. Owned by Patriot Publishing LLC, its digital version is combined with that of *The Southwest Times* (each outlet prints separately). *The Patriot* covers a range of topics, including local and collegiate sports, education, and local people.

**Piedmont Journal Recorder** is a daily digital newspaper covering the Virginia counties of Greene, Madison, Orange, and Rappahannock. Its content is written by a mix of byline and staff and covers a wide variety of topics, including taxes, health, schools and education, crime, government, and social issues.

**Potomac Local News** is a daily digital newspaper covering Manassas, Fredericksburg, and Manassas Park, Virginia, as well as Prince William and Stafford counties in Northern Virginia. Its content is written mainly by byline authors, with some submitted by outside contributors, and features topics such as people, government, infrastructure, crime, and culture.

**Powell Valley News** is a digital and weekly print newspaper covering Lee County, Virginia. Authorship information could not be determined because of a paywall. Its content features topics such as people, high school sports, education, crime, and culture.

**Powhatan Today** is a digital and weekly print newspaper covering Powhatan, Virginia. It is owned by Lee Enterprises and is part of a group of newspapers in the Richmond area that includes the *Richmond Times-Dispatch*, *Goochland Gazette*, and *Mechanicsville Local*. Its content is written mainly by byline authors and features high school sports, local people and groups, government, crime, and lifestyle.

**Prince William Living** is a daily digital and monthly print publication serving Prince William County and Manassas, Virginia. It features many articles from contributors and covers a range of topics, including schools and education, local history, infrastructure and development, and local people and groups.

**Prince William Times** is a newspaper published digitally daily and in print weekly in Prince William County, Virginia. It is owned by Piedmont Media, LLC. Its content is produced by a combination of staff writers, outside contributors, and sister publications, and covers a range of topics, including crime, schools, and local businesses.

**The Progress-Index** is a daily print and digital newspaper covering Petersburg, Virginia. Part of Gannett Co., Inc., its content is written by byline authors and features a wide range of topics, including local government, car accidents, business and economy, crime, social issues, and college sports.

**PW Perspective** is a digital outlet covering news in Prince William County, Virginia. It specifically covers news related to Black, Latinx, Muslim, and immigrant communities. Its content is written by byline and contributing authors, covering topics such as schools and education, social issues, culture and lifestyle, and local government.

**Radford News Journal** is a digital and daily print newspaper covering news in Radford, Virginia. It is owned by Mountain Media. Its content is written by general staff and covers topics including business, local government, arts, and local sports.

**The Rampage** is the student-led news outlet of Bluefield University that is published in print and digitally—the latter of which is updated more than once a week. Its news is written by byline authors covering topics such as schools and education, arts and entertainment, health, and religion.

**Rappahannock News** is a newspaper that publishes digitally daily and in print weekly for Amissville, Sperryville, Washington, and Flint Hill, Virginia, as well as Rappahannock County. It is owned by Rappahannock Media, LLC. Its content is written by byline authors who are staff, outside contributors, or from sister publications. Its content covers a range of topics, including the environment, local people, and local businesses.

**Rappahannock Record** is a newspaper publishing both digital and weekly print editions that cover Lancaster, Northumberland, Middlesex, Westmoreland, and Richmond counties. Its content is written mainly by byline authors and covers topics such as local government and schools and education.

**Rappahannock Times** is a digital and weekly print newspaper covering Tappahannock and Essex, Virginia, and King and Queen counties. Its content is written mostly by byline authors and features topics such as local government, prep sports, and crime.

**The Recorder** is a daily print and digital newspaper covering Alleghany, Bath, and Highland counties in Virginia. It publishes a mix of news, opinion, and enterprise pieces written by byline authors and general staff, and covers a wide range of topics, including schools and education, local people and government, development projects, high school sports, arts and entertainment, and weather.

**Reston Connection** is a digital and weekly print newspaper covering Reston, Virginia. It is part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is written mainly by byline authors and covers a wide range of topics, including people, development projects, weather, crime, and disasters.

**Richmond BizSense** is a daily digital newspaper covering business-related news in Richmond, Virginia. Its content is written by byline authors and covers topics such as local business, entrepreneurial endeavors, and development projects.

**The Richmonder** is a nonprofit daily digital newspaper covering Richmond, Virginia, and the counties of Chesterfield, Hanover, and Henrico. Its content is written by byline authors or general staff and covers a wide range of topics, including the environment, schools and education, state government, local government, local people, business, and sports.

**Richmond Free Press** is a digital and weekly print newspaper covering Richmond, Virginia. It produces a mix of news and enterprise pieces, written mainly by byline authors and general staff. It specifically covers news related to African American communities. Its content features topics that include arts and culture, local people, and business and local economy.

**Richmond Magazine** is a digital and weekly print publication covering Richmond, Virginia. It publishes a mix of news and enterprise pieces written by byline authors and features topics such as restaurants, entertainment, business, and local history.

**The Richmond Times-Dispatch** is a daily print and digital newspaper covering news in Richmond, Petersburg, Chester, Hopewell, and Colonial Heights, Virginia. Owned by Lee Enterprises, its content is written by byline authors and covers a wide range of topics, including state government, college sports, crime, schools, local government, health, and local people.

**The Ring-tum Phi** is the student-run, digital and biweekly print newspaper for Washington and Lee University in Lexington, Virginia. It publishes both enterprise and news pieces written by byline authors, and its coverage features a range of topics, including social issues, education, business, and college sports.

**The Roanoke Rambler** is a weekly digital newspaper covering news in Roanoke, Virginia. Its content is written by byline authors and covers topics such as business, government, social issues, and the environment.

**TheRoanokeStar.com**, formerly known in print as the *Roanoke Star Sentinel*, is a daily digital-only newspaper in Roanoke, Virginia. Its content is written by byline authors and covers a wide range of topics, including health, technology and science, local people, elections and politics, schools, and entertainment.

**The Roanoke Times** is a daily digital and print newspaper covering Roanoke, Blacksburg, and Christiansburg, Virginia, as well as the surrounding areas. Owned by Lee Enterprises, its content is written by byline authors and features a wide range of topics, including college sports, crime, politics, and local people.

**The Roanoke Tribune** is a digital and weekly print newspaper covering Roanoke, Virginia. It publishes mostly news stories, with some opinion and enterprise pieces. Its content is written mainly by byline authors and general staff and features topics such as college sports, social issues, local history, arts, schools, and police.

**The Rockbridge Advocate** is an independent monthly print news source covering Rockbridge County, Lexington, and Buena Vista, Virginia.

**The Rockbridge Report** is a nonprofit TV and website news organization produced weekly by journalism students at Washington and Lee University in Lexington, Virginia. Covering Lexington and Buena Vista, Virginia, as well as Rockbridge County, it covers topics such as local businesses, police, weather, development projects, community groups, economic issues, and national news.

**The Rotunda** is a student-run digital and print newspaper at Longwood University in Farmville, Virginia. It publishes a mix of news, enterprise, and opinion pieces written mainly by byline authors, plus some outside contributors. *The Rotunda* covers news related to the university and broader local and national issues, including university policies, college sports, national social issues, politics, local history, entertainment, and crime.

**The Rural Virginian** publishes content daily online and multiple times weekly by print in Charlottesville and Fluvanna County, Virginia. It is owned by Lee Enterprises and is a part of a group of newspapers in Central Virginia. Its content is mainly written by byline authors and covers content including arts, health, crime, and development projects.

**RVA Hub** is a digital and weekly print newspaper covering news in Richmond, Virginia. Its news is written by byline authors and covers a wide range of topics including health, local people, development projects, arts, entertainment, schools, and local government.

**Salem Times-Register** is a digital and weekly print newspaper covering Salem and Roanoke, Virginia. It is owned by Mountain Media. Its news is mainly written by staff with content including sports and schools.

**Scott County Virginia Star** is a newspaper publishing daily digitally and weekly in print out of Scott, Virginia. Its content is written by byline authors and covers a range of topics such as prep sports, weather, and local businesses.

**Shore Daily News** is a daily digital newspaper covering Accomack and Northampton, Virginia. Its news is written by byline and staff authors, covering a wide range of content including local sports and community events.

**The Smith Mountain Eagle** is a digital and weekly print newspaper covering news in the Smith Mountain Lake community and surrounding counties of Bedford, Franklin, and Pittsylvania, Virginia. It is owned by Womack Publishing. Its content is written by byline authors, covering topics including people, high school sports, crime, and car accidents.

**The Smithfield Times** is a newspaper publishing daily digitally and weekly in print covering Isle of Wight and Surry, Virginia. Its content is written by byline authors and covers a range of content including local government, businesses, and infrastructure.

**The Smyth County News & Messenger** is a digital and weekly print newspaper covering Smyth County and the towns of Chilhowie, Marion, and Saltville. It is owned by Lee Enterprises. Its content covers a wide range of topics including local government, schools, and infrastructure.

**The Southside Sentinel** is a digital and weekly print newspaper in Middlesex County, Virginia. It publishes news events written by byline authors, covering a wide range of topics including culture, infrastructure, and local history.

**The Southwest Times** is a digital and weekly print newspaper covering Pulaski County and Radford City, Virginia. It is owned by Patriot Publishing LLC. Its digital version is combined with *The Patriot* newspaper, but they print separately. They cover a range of topics, including local and collegiate sports, education, and local people.

**The Southwest Times and The Patriot** is a newspaper that publishes daily digitally and covers Pulaski County and Radford City, Virginia. It is owned by Patriot Publishing LLC. Its content is written by majority staff authors and covers a range of topics such as infrastructure, local people, and crime.

**SoVa Now** is a daily digital newspaper covering South Hill, Clarksville, Chase City, South Boston, and Halifax County. Its content is written by contributing and staff authors and covers a range of topics including infrastructure, schools, and business.

**The Spartan Echo** is Norfolk State University's digital and weekly print newspaper. It publishes mainly news events, with some enterprise pieces, all written by byline authors. It covers topics such as college sports, national news, and lifestyle.

**Springfield Connection** is a digital and weekly print newspaper covering news in Springfield, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is mainly written by byline authors, covering a wide range of topics including people, weather, crime, and disasters.

**The Statesman** is a student-run daily digital and monthly print newspaper at Virginia State University in Petersburg, Virginia. It publishes enterprise pieces and news events written by byline authors, and covers topics such as technology, business, college sports, and education.

**The Suffolk News Herald** publishes daily content both in print and online in Suffolk, Virginia. It is owned by Boone Newsmedia. Its content is written by byline authors and covers topics such as state and local government and business.

**Super Talk WFHG FM 92.9** is a daily talk-formatted broadcast radio show covering the Tri-State cities, including Bristol, Virginia. Content is posted daily digitally on its website. It is owned by Bristol Broadcasting Company covers local news, talk, weather, and traffic.

**Sussex-Surry Dispatch** publishes content daily online and weekly in print, covering news of Sussex and Surry counties in Virginia. It is owned by Womack Publishing. Its content is written by byline authors, covering topics including history, people, government, schools, and development projects.

**SWVA Sun** is a daily digital newspaper covering news in Floyd, Washington, and Bland, Virginia, as well as the broader counties, Carroll, Grayson, Smyth, and Wythe. It publishes mostly news articles with some enterprise and opinion pieces. Its content is mostly written by general staff with some articles written by contributors. It covers a wide range of topics including people, history, business/economy, arts/entertainment, crime, schools, sports, local and state government, and infrastructure/transportation.

**SWVA Today** is a digital newspaper owned by Lee Enterprises in Southwest, Virginia. Its sites and partners include *The Bland County Messenger*, *The Smyth County News & Messenger*, *The Floyd Press*, *Washington County News*, *Clinch Valley News & Richlands Press*, and *The Wytheville Enterprise*. Its content is written by byline authors and covers topics such as local people, crime, schools, weather, and college sports.

**The Tartan** is Radford University's student-run newspaper, publishing both digitally and in print. It publishes news events and enterprise pieces written by staff writers, covering topics such as college sports, entertainment, and education.

**Tidewater Hispanic News** is a digital and bi-weekly print newspaper covering Hampton Roads, Virginia Beach, and Southeastern Virginia. It publishes news events written by staff authors, and covers a range of topics such as health care, social justice issues, technology and science, and international issues.

**Tidewater News** is a digital and weekly print newspaper covering news in Franklin, Southampton, and Isle of Wight counties in Virginia. It is owned by Boone Newsmedia. Its content is written by byline authors, covering topics including schools, local government, development projects, and transportation.

**The Tidewater Review** publishes content daily online and weekly in print, covering news in West Point, Virginia, as well as the counties William, King & Queen, and New Kent. It is owned by Tribune Publishing. Its content is written by byline authors and covers a wide range of topics including schools, education, local government, local people, crime, elections, politics, sports, and weather.

**El Tiempo Latino** is a daily print and digital Spanish newspaper covering the Washington, D.C., Maryland, and Virginia metropolitan area. Its content is written mainly by byline authors and covers a range of topics such as local business and economy, crime, and infrastructure.

**The Triangle** is a digital outlet producing news more than once a week, serving James City County, Virginia. News is written by byline authors covering a wide range of topics from weather to infrastructure and development.

**Vienna/Oakton Connection** is a digital and weekly print newspaper covering news in the areas around Vienna and Oakton, Virginia. It is a part of Connections Newspapers, which provides local coverage across Northern Virginia. Its news is mainly written by byline authors, covering crime, weather, history, and cultural events.

**Vinegar Hill Magazine** is a digital and weekly print magazine covering Charlottesville, Virginia. It publishes a combination of news events, enterprise pieces, and opinion pieces, written by staff, byline, and contributing authors. It covers a wide range of content, including social justice issues, culture, professional sports, and health care.

**The Vinton Messenger** is a newspaper that publishes daily digitally and weekly in print, covering Salem and Vinton, Virginia. It is owned by Mountain Media. Its content is written by byline authors and covers a range of topics including local government, prep sports, and local businesses.

**Virginia Business** is a digital and monthly print newspaper covering Central Virginia, Hampton Roads, Northern Virginia, Roanoke, the New River Valley, Shenandoah Valley, Southern Virginia, and Southwest Virginia. It publishes news events written by staff, covering a range of topics including technology, health care, business, elections, and politics.

**The Virginia Center for Investigative Journalism** is a statewide newspaper publishing monthly digital editions. It publishes mainly enterprise pieces, with a few news events, written by byline writers. Its news covers a range of topics including schools and education, local history, and crime.

**The Virginia Gazette** is a daily digital and bi-weekly newspaper covering Williamsburg, James, and York counties. It is owned by Tribune Publishing. Its news is written by staff writers, and covers a range of topics such as arts, environment, and local business.

**The Virginia Law Weekly** is the University of Virginia Law School's digital and weekly print newspaper. It publishes enterprise pieces and news events written by byline authors, and covers a range of topics including social issues, education, local people, and health care.

**Virginia Lawyers Weekly** is a daily and digital weekly newspaper covering news relevant to practicing law across Virginia. Its news is mainly written by byline authors, with the majority of content being news events about the courts.

**The Virginian Leader** is a digital and weekly print newspaper covering news in Giles County, Virginia. It publishes a mix of news, enterprise, and opinion pieces written mainly by byline authors with some articles written by contributors. The outlet covers topics including people, high school sports, government, elections, schools, disasters, development projects, and the environment.

**Virginia Mercury** is a nonprofit daily digital newspaper covering Virginia state news. Its content is mainly written by byline authors or general staff. It covers a wide range of topics including local government, state government, disasters, accidents, national news, elections, politics, and the environment.

**The Virginia Mountaineer** is a digital and weekly print newspaper in Buchanan County, Virginia. It publishes news events written by byline authors and covers a range of topics including elections and politics, business, and local people.

**The Virginian-Pilot** publishes daily content both in print and online that covers Chesapeake, Norfolk, Portsmouth, Suffolk, and Virginia Beach, along with the Eastern Shore and the Outer Banks. It is owned by Tribune Publishing. Its content is written by a mix of byline and staff authors and covers a range of topics including crime, sports, and infrastructure.

**The Virginian Review** publishes content daily online and twice per week in print, covering news in Covington, Clifton Forge, Alleghany County, and Bath County, Virginia. Its content is mainly written by byline authors or general staff and covers a wide range of topics including local government, elections, politics, high school sports, and weather.

**Virginia Public Media** is a nonprofit radio, digital, TV, and print outlet serving a large portion of the Commonwealth. It is owned by the Virginia Foundation for Public Media.

**The Voice** is a weekly print newspaper covering Buchanan and Tazewell, Virginia. It covers local and regional issues, including arts and entertainment, local people, and crime.

**The Warren/Frederick County Report** publishes print and digital content every other week covering news in Front Royal and Winchester as well as the broader counties of Warren, Frederick, and Shenandoah, Virginia. Its content is mainly written by byline authors with some articles written by contributors. It covers topics including people, history, crime, and culture.

**The Washington Business Journal** is a daily print and digital newspaper covering the DMV area. It publishes news events written by byline writers who cover topics such as infrastructure, health care, business, and the economy.

**The Washington County News** is a digital and weekly print newspaper in Washington County, Virginia. It is owned by Lee Enterprises. It publishes news events covering a range of topics including elections, health care, and education.

**Washington Hispanic** is a Spanish-language newspaper publishing weekly online and print content in Arlington and Fairfax, Virginia. Its content is written by staff and covers a wide range of local, national, and international topics including business, health and science, arts, crime, disasters, state government, sports, and social issues.

**The Washington Post** is a daily print and digital newspaper covering national issues with dedicated sections for DC, Maryland, and Virginia politics. It was acquired by Jeff Bezos, the founder of Amazon, in 2013. Within its Virginia reporting, content covers state government, elections, politician profiles, and disasters.

**WBLT** is a commercial radio station licensed to Bedford, Virginia. It broadcasts using a talk show format and is owned by Three Daughters Media.

**WCAV CBS 19** is a CBS affiliate TV station covering Albemarle, Greene, Orange, Nelson, Buckingham, Fluvanna, Louisa, and Madison Counties with daily local news. It is owned by the Lockwood Broadcast Group.

**The Weather Vane** is a student-run digital and monthly print newspaper at Eastern Mennonite University in Harrisonburg, Virginia. It covers topics such as entertainment, education, and college sports.

**The Weekly Ringer** is a student-run weekly print and digital newspaper at the University of Mary Washington in Fredericksburg, Virginia. It publishes a wide range of topics, including social issues, crime, health care, and elections.

**Westmoreland News** is a weekly print newspaper covering Westmoreland County, Virginia. It is owned by Lakeway Publishers, who also own *The Northumberland Echo* and *Northern News Neck*. Its news is published digitally on the website [Newsontheneck.com](http://Newsontheneck.com), which publishes news from all three sources.

**WETA** is a nonprofit TV, digital, and radio outlet covering a large portion of Virginia, with a concentration in Northern Virginia.

**WFDC-DT** is a daily Spanish TV news source covering Washington, D.C., Metropolitan area. It is owned by Univision.

**What's Up Prince William** is a digital newspaper covering the areas of Prince William County and the cities of Manassas and Manassas Park. It publishes news events written by staff writers, and it mainly covers local government and local people.

**The Whitetopper** is a student-led paper based at Emory and Henry University. It covers news on campus and the surrounding community in Emory, Virginia.

**WHRO** is a daily public radio broadcast and digital news source covering Eastern Virginia, in addition to some areas of North Carolina. It is owned by Hampton Roads Educational Telecommunications Association.

**The Williamstown Yorktown Daily** publishes daily digital content and hosts a daily radio show covering news in Williamsburg and James City, Virginia. It hosts All-News 102 which is the district's only all-news radio station covering local and regional news on business, sports, weather, and traffic.

**The Winchester Gazette** is a daily digital newspaper covering Winchester, Frederick County, Clarke County, and Warren County. Its news is written by staff writers, and covers a range of topics such as crime, weather, and education.

**The Winchester Star** is a digital and daily print newspaper covering Winchester, Frederick, and Clarke counties. It is owned by Ogden Newspapers and covers a wide range of content such as local government, crime, and business.

**WJHL** provides content daily online and on television covering news in the Tri-Cities: Johnson City, Kingsport, and Bristol, Tennessee, along with Bristol, Virginia and the surrounding areas. It is owned by Nexstar Media Group, the largest local television broadcasting group in the United States, with more than 200 owned or partner TV stations.

**WJLA ABC7** is an ABC affiliate TV and digital news source. It is based in Virginia but covers the entire DMV area. It is owned by Sinclair Broadcast Group.

**WLUR 91.5** is a nonprofit radio outlet based at Washington and Lee University, covering news on the campus and the greater community of Rockbridge, Virginia.

**WMLU 91.3** is a nonprofit radio outlet based at Longwood University. It covers news on campus and in the greater community of Prince Edward County, Virginia.

**WMRA** is a daily public radio broadcast station covering Frederick, Winchester, Shenandoah, Page, Rockingham, Harrisonburg, Augusta, Staunton, Waynesboro, Rockbridge, Lexington, Bath, Highland, Greene, Albemarle, Charlottesville, Nelson, Buckingham, Prince Edward, and Farmville, Virginia. It is owned by James Madison University as an NPR member station.

**WNSB Hot 91.1** is a nonprofit radio and digital outlet based at Norfolk State University, covering news related to the university and the areas of Suffolk, Chesapeake, Portsmouth, Norfolk, Virginia Beach, Newport News, Hampton, and Poquoson, Virginia.

**WRIC ABC8 News** provides daily content online and on television covering news in Richmond and Central Virginia. It is owned by Nexstar Media Group, the largest local television broadcasting group in the United States, with more than 200 owned or partner TV stations.

**WRIR 97.3** is a nonprofit radio outlet covering Richmond City, Virginia. It is owned by the Virginia Center for Public Press.

**WSET ABC 13** provides content daily online and on TV, covering news in Lynchburg, Danville, and Roanoke, Virginia, along with the surrounding cities and towns. It is owned by Sinclair Broadcast Group, which is the second largest television broadcasting group in the United States, owning, operating, and providing services to 185 TV stations.

**WSLS** is an NBC affiliate television station covering Southwest and Central Virginia, providing daily news content. It is owned by Graham Media Group.

**WSKY-TV\*** is an independent TV news station covering northeastern North Carolina and southeastern Virginia. It is owned and operated by Lockwood Broadcast Group, which is based in Hampton and Richmond, Virginia.

**WTJU 91.1** is a nonprofit radio and digital outlet based at the University of Virginia, covering the university and areas of Charlottesville, Albemarle, Fluvanna, and Greene, Virginia.

**WTKR CBS** is a CBS affiliate TV news station, publishing content digitally as well. It covers the areas of Hampton Roads, Virginia, and Northeast North Carolina. It is part of the Scripps News Group.

**WTOP News** is a radio and digital outlet covering news in the areas of Fairfax County, Loudoun County, Alexandria, Arlington, Prince William County, and Stafford County, Virginia. It is owned by Hubbard Broadcasting.

**WUVA** is a radio and digital source covering Charlottesville, Virginia. It is incorporated at the University of Virginia and student-owned and operated since 1947.

**WVIR (NBC 29)** is an NBC affiliate TV station covering Charlottesville, Virginia, and the surrounding counties. It is owned by Gray Television and also publishes daily news content digitally on its website.

**WVRU 89.9** is a nonprofit radio outlet based at Radford University, covering news on the campus and the greater area of Radford City, Virginia.

**WVTF & Radio IQ** is a nonprofit radio and digital outlet covering numerous communities across the Commonwealth. It is based in Blacksburg, Virginia, and owned by the Virginia Tech Foundation.

**WWBT**, also known as “NBC 12 On Your Side,” provides content daily online and on television, covering news in Central Virginia. It is owned by Gray Television.

**The Wytheville Enterprise** is a digital and weekly print newspaper in Wytheville and Wythe County, Virginia. It is owned by Lee Enterprises. Content is written by staff, byline, and contributing writers. It covers topics including crime, disasters, and local government.

**WEXX “99.3 The X”** is a daily radio station covering the Tri-State cities, including Bristol, Virginia. Its content is also published digitally on its website. The station plays music and covers local news.

**The Yellow Jacket** is a student-run weekly digital newspaper at Randolph Macon College in Ashland, Virginia. It publishes news events and opinion pieces written by byline authors and covers a wide range of topics including college sports, religion, and technology.

**The Zebra** is a daily print and digital newspaper covering Alexandria, Virginia. News is written by byline authors and covers a range of topics such as arts and entertainment, local business, and local people.

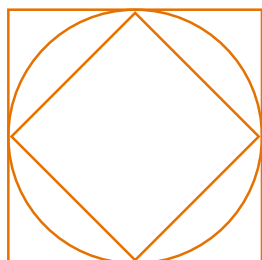
**13newsnow WVEC ABC** is a daily TV and digital news source covering Norfolk and the broader region of Hampton Roads, Virginia. It is owned by TEGNA Inc. and covers topics such as education, crime, weather, traffic, politics, and sports.

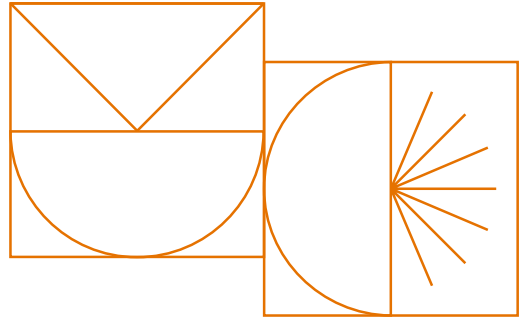
**96.9 WXBQ** is a daily radio show covering the Tri-City area, which includes Bristol, Virginia/Tennessee, and Johnson City and Kingsport, Tennessee. Its content is also published digitally on its website. It is owned by Bristol Broadcasting Company and features both information and music.

**98.5 WTFM** is a daily digital and radio station news outlet. Its content covers news about the Tri-City area, which includes Bristol, Virginia/Tennessee, and Johnson City and Kingsport, Tennessee.

**103.3 FM WESR—Eastern Shore Radio** is a daily radio show covering news in Eastern Shore, Accomack, and Northampton, Virginia. Its news content is also published digitally on Shore Daily News. Its radio show covers information and music.

*\* These outlets were added to the inventory after the survey was distributed and are therefore not included in the other sections of this report, including in the analysis. They are included here in the thumbnail section to offer a list that is as comprehensive as possible of outlets serving Virginia, though this list may not be exhaustive.*





## VII. ABOUT THE STUDY

This Virginia Local News Ecosystem Study was conducted in three phases: identification of media outlets providing news and information about Virginia, a content analysis of digital sources or print publications that had a digital presence, and a survey of all outlets that we had identified covering the Commonwealth. The study mirrors the methodology of Maryland Local News Ecosystem Study produced at the University of Maryland’s Philip Merrill College of Journalism. An advantage of adopting Maryland’s approach is that it allows for a cross-state comparison of news ecosystems and future replication of the study in other states.

### INVENTORY

The first phase of the research involved creating an inventory of conventional media outlets covering news about the Commonwealth. The parameters were to include any digital, print, radio, or TV news source covering Virginia, including religious, non-English, and student-led collegiate publications (277 total outlets). This inventory excluded, for example, social media, podcasts, and outlets that played only music. In addition, government sources—such as county, city, or agency websites—were excluded. The purpose of these parameters was to capture the conventional outlets producing local news and information about Virginia.

For each news outlet catalogued, we included information on the outlet type (e.g., print, TV, digital), coverage area, ownership structure, frequency of publication, and distinction as a collegiate or non-collegiate source. The research process was intentionally iterative: If news outlets had been missed or a merger took place, updates were made to the inventory to accommodate the evolving landscape and to provide a study that would be as accurate and timely as possible upon release.

### CONTENT ANALYSIS

For the analysis of the content of news stories, only the content from the 213 (of 277 total outlets) digital-only and digital-and-print outlets were coded. Outlets in other categories (print only, radio, radio-and-digital, TV, and TV-and-digital outlets) were not included in the content analysis. The content from these media was not as accessible to researchers, and given the timeframe for the study, we were not able to relocate researchers to access local radio programming or television news. Articles available online or digitally from these publications also provided a consistent baseline for comparison.

Articles that appeared on an outlet’s landing page or home page on a single day were coded by researchers. The number of articles coded per outlet varied based on frequency of publication or content available. Not every article was coded due to exclusion rules. For example, articles older than seven days were not coded if an outlet published a significant amount of content on its homepage or landing page. In total, 2,518 articles were coded. Information captured for each article included the headline, topic, content type (news event, enterprise, opinion), and author type. Articles were initially categorized into 29 different topics (see Appendix B), which were then grouped into 14 broader categories for the sake of clarity and legibility of the findings. Each article could receive a designation of two topics if applicable and relevant to an accurate portrayal of topic focus. Therefore, the analysis coded for 3,129 topics, greater than the number of stories.

## SURVEY OF OUTLETS

A survey was sent to all outlets that we identified and inventoried to capture additional characteristics that could not be determined from either public information or our content analysis. In instances where new outlets were added to the inventory, during the course of research, the survey was sent to the additional outlets as soon as possible.

The survey was distributed via email to all but five outlets that received the survey by mail because no contact information could be found online. Regular reminders for completion were sent to all outlets, along with individualized outreach from members of the study's advisory group (listed below). To raise awareness about the survey and to encourage outlets to complete the survey, the research team also sent emails to representatives from the Virginia Press Association, LION Publishers, and the Virginia Pro Chapter of the Society of Professional Journalists.

## QUALITY CONTROL MEASURES

As we conducted the Virginia Local News Ecosystem Study, team members continuously checked to ensure the accuracy. For example, during the content-analysis phase, two measures were implemented to maintain a level of quality and consistency among team members. An intercoder reliability test—on 10% of the inventory—was conducted before the start of the content analysis to ensure common practices and assessments across team members. At the conclusion, results were compared across coders to determine the level of difference in how each team member performed the coding. Ultimately, a 95% agreement among team members was achieved. The second measure employed for monitoring quality and consistency in the content-analysis phase was to periodically check a cumulative 10% of the coding work at random.

## WHO WORKED ON THE STUDY

**Dr. Jessica Kimpell Johnson**, research director at UVA's Karsh Institute of Democracy, served as the principal investigator of this study. **Dr. Stefanie Georgakis Abbott**, program director at UVA's Karsh Institute of Democracy, served as the co-principal investigator. The research team included University of Virginia-based researchers **Nikki Kain**, **Grace Makin**, **Zoe Shook**, **Celia Calhoun**, and **Karly Scholz**.

**Tom Rosenstiel**, Eleanor Merrill Scholar on the Future of Journalism and Professor of Practice at the University of Maryland's Merrill College of Journalism, designed the Maryland Local News Ecosystem Study upon which our Virginia-based study was modeled. Rosenstiel served as a consultant to the UVA research team throughout the research process.

**Chris Gist** and **Drew MacQueen**, geographic information systems specialists at the University of Virginia Library's Digital Humanities Center Scholars' Lab, developed the interactive maps of news outlets for this study.

An advisory group of experts provided valuable input and feedback during the course of research:

**Andy Alexander**, Board Chair, *Foothills Forum*

**Michael D. Bolden**, Dean, University of California, Berkeley School of Journalism; former Chief Executive Officer and Executive Director, American Press Institute

**Amy Clark**, Professor of Communication and Appalachian Studies and Co-Director of the Center for Appalachian Studies, University of Virginia's College at Wise

**Kara Fitzgibbon**, Director, University of Virginia Weldon Cooper Center's Center for Survey Research

**Paul Freedman**, Associate Professor, Department of Politics, University of Virginia

**Matthew Gibson**, Executive Director, Virginia Humanities

**Kevin Loker**, Senior Director of Program Operations and Partnerships, American Press Institute

**Larry “Bud” Meyer**, Co-Founder and Chair Emeritus, *Foothills Forum*

**Tracie Powell**, Founder, The Pivot Fund

**Luanne Rife**, Executive Director, *Cardinal News*

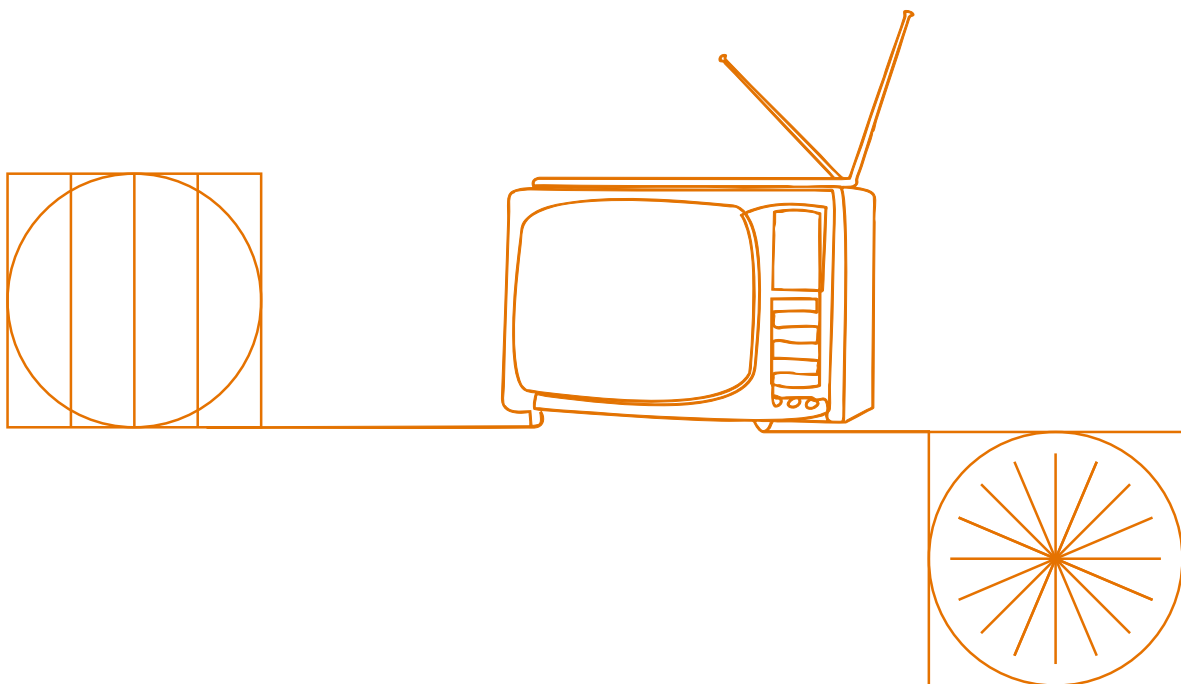
**Kate Sweeney**, Assistant Professor of Practice, Department of Media Studies, University of Virginia

**Chris Tyree**, Senior Director and Co-Founder, Virginia Center for Investigative Journalism

This study was done in partnership with Virginia Humanities and made possible with support from:



**Questions about this study should be directed to Dr. Jessica Kimpell Johnson at [jk4sa@virginia.edu](mailto:jk4sa@virginia.edu).**



## VIII. APPENDICES

### APPENDIX A: COMPLETE SURVEY QUESTIONNAIRE

#### ABOUT NEWS ORGANIZATION

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1. Responder's Name (First Last)
2. Responder's Professional Title
3. Responder's Email Address
4. What is the name of your news organization?
5. How long ago was your news organization founded?
  - 0-2 years ago
  - 3-5 years ago
  - 6-10 years ago
  - More than 10 years ago
  
6. In what city or county is your outlet located?
7. In which language(s) do you publish? Please select all that apply.
  - English
  - Spanish
  - Other \_\_\_\_\_
  
- 8a. Would you describe your organization as primarily:
  - Print and digital
  - Digital-only
  - Print only
  - Newsletter
  - Social media or SMS based
  - NPR member public radio
  - PBS member public broadcast
  - Joint NPR/PBS
  - Community radio
  - TV
  - Other \_\_\_\_\_

***The following two questions (8b and 8c) were only displayed to those who selected "Print and digital" in response to question 8a.***

- 8b. Frequency of **print** publication:
  - Daily
  - Weekly
  - Bi-weekly (every other week)
  - Monthly
  - Quarterly
  - Other \_\_\_\_\_

8c. Frequency of **digital** publication:

- Daily
- Weekly
- Bi-weekly (every other week)
- Monthly
- Quarterly
- Other \_\_\_\_\_

***The following question (8d) was only displayed to those who selected anything other than “Print and digital” in response to question 8a.***

8d. Frequency of publication:

- Daily
- Weekly
- Bi-weekly (every other week)
- Monthly
- Quarterly
- Other \_\_\_\_\_

9. Is your organization nonprofit or for profit?

- For profit
- Nonprofit

10. Is your organization owned or led by individual(s) from any of the following races/ethnicities?

*Please select all that apply. [Categories taken from the 2020 U.S. Census.]*

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Hispanic, Latino, or Spanish origin
- Some other race or ethnicity (please specify) \_\_\_\_\_
- Don't know/unsure
- Prefer not to say

11. Is your organization owned or led by individual(s) with a disability?

- No
- Yes
- Don't know/unsure
- Prefer not to say

12. Is your organization owned or led by veterans?

- No
- Yes
- Don't know/unsure
- Prefer not to say

13. Is your organization owned or led by individual(s) who identify as LGBTQIA+?

- No
- Yes
- Don't know/unsure
- Prefer not to say

14. What is the composition of your organization's ownership/leadership?

- Entirely male-owned or led
- Entirely female-owned or led
- Equally male- and female-led
- Majority male-owned or led
- Majority female-owned or led
- Other (please specify) \_\_\_\_\_
- Don't know/unsure
- Prefer not to say

15. Are your editorial decisions made by individuals from any of the following races/ethnicities?

*Please select all that apply. [Categories taken from the 2020 U.S. Census.]*

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Hispanic, Latino, or Spanish origin
- Some other race or ethnicity (please specify) \_\_\_\_\_
- Don't know/unsure
- Prefer not to say

16. Are your editorial decisions made by individual(s) with a disability?

- No
- Yes
- Don't know/unsure
- Prefer not to say

17. Are your editorial decisions made by veterans?

- No
- Yes
- Don't know/unsure
- Prefer not to say

18. Are your editorial decisions made by individuals who identify as LGBTQIA+?

- No
- Yes
- Don't know/unsure
- Prefer not to say

19. What is the composition of your organization's editorial decision-making structure?

- Entirely male-led
- Entirely female-led
- Equally male- and female-led
- Majority female-led
- Majority male-led
- Other (please specify) \_\_\_\_\_
- Don't know/unsure
- Prefer not to say

## COVERAGE

20a. At what level do you primarily focus your coverage? *Please select one option.*

- Neighborhood(s)
- Single city/town
- Single county
- Multiple cities/counties
- Regional
- Statewide
- National
- International
- Other \_\_\_\_\_

***The following question (20b) was only displayed to those who selected "Neighborhood(s)," "Single city/town," "Single county," or "Multiple cities/counties" in response to question 20a.***

20b. Please list the cities, towns, and counties that you primarily cover.

21. What is the primary focus of your coverage? *Please select all that apply.*

- General news/no specific focus
- Arts & culture
- Business & finance
- Crime & justice
- Education
- Environment
- Health
- International news
- Investigative reporting
- Local or state politics
- National politics
- Opinion & editorial content
- Religion & spirituality
- Science & technology
- Sports
- Other \_\_\_\_\_

22. Is your reporting focused primarily on serving a particular demographic group(s)? If so, which one(s)?

- No
- Yes (please specify) \_\_\_\_\_

23a. Have you added or scaled back coverage in the last two years?

- Added coverage
- Scaled back coverage
- Coverage unchanged
- Unsure

**The following question (23b) was only displayed to those who selected “Added coverage” in response to question 23a.**

23b. What have you added or started covering?

- General news/no specific focus
- Arts & culture
- Business & finance
- Crime & justice
- Education
- Environment
- Health
- International news
- Investigative reporting
- Local or state politics
- National politics
- Opinion & editorial content
- Religion & spirituality
- Science & technology
- Sports
- Other \_\_\_\_\_

**The following question (23c) was only displayed to those who selected “Scaled back coverage” in response to question 23a.**

23c. What have you stopped or scaled back covering?

- General news/no specific focus
- Arts & culture
- Business & finance
- Crime & justice
- Education
- Environment
- Health
- International news
- Investigative reporting
- Local or state politics
- National politics
- Opinion & editorial content
- Religion & spirituality
- Science & technology
- Sports
- Other \_\_\_\_\_

## STAFFING

*How many people currently work in your organization? Please fill in the categories below.*

24. How many overall staff does your organization currently employ?

- 0
- 1-5
- 6-10
- 11-20
- 21-50
- More than 50

25. How many full-time staff does your organization currently employ?

- 0
- 1-5
- 6-10
- 11-20
- 21-50
- More than 50

26. How many part-time staff (excluding freelance workers) does your organization currently employ?

- 0
- 1-5
- 6-10
- 11-20
- 21-50
- More than 50

27. How many freelance workers does your organization currently employ?

- 0
- 1-5
- 6-10
- 11-20
- 21-50
- More than 50

28. How many volunteers/unpaid workers does your organization currently employ?

- 0
- 1-5
- 6-10
- 11-20
- 21-50
- More than 50
- Don't know

29. Of full time workers, what percentage are news vs non-news? Select the one that applies.

- News (0-25%; 25-50%; 50-75%; or 75-100%)
- Non-news (0-25%; 25-50%; 50-75%; or 75-100%)

30. Of part time workers, what percentage are news vs non-news? Select the one that applies.

- News (0-25%; 25-50%; 50-75%; or 75-100%)
- Non-news (0-25%; 25-50%; 50-75%; or 75-100%)

31. Of volunteers, what percentage are news vs non-news? Select the one that applies.

- News (0-25%; 25-50%; 50-75%; or 75-100%)
- Non-news (0-25%; 25-50%; 50-75%; or 75-100%)

32. In the past two years, has your **news** staff size:

- Increased
- Decreased
- Stayed the same

33. In the past two years, has your **non-news** staff size:

- Increased
- Decreased
- Stayed the same

34. What do you anticipate will happen to your **news** staff in the next 12 months?

- Increase news staff
- Decrease news staff
- Maintain current levels of news staff
- Don't know

35. What do you anticipate will happen to your **non-news** staff in the next 12 months?

- Increase non-news staff
- Decrease non-news staff
- Maintain current levels of non-news staff
- Don't know

## ORGANIZATIONAL NEEDS

---

*Now we want to ask you what you need.*

36. What are the three (3) most important staffing priorities for your organization? *Please select up to three.*

- More reporters
- More audience engagement capabilities
- More business/revenue capabilities (advertising, accounting, HR)
- More digital and technical capabilities
- Broader demographic representation amongst staff
- Other \_\_\_\_\_

37. What are the key challenges your organization faces in regard to the staffing priorities you identified?

- Limited resources
- Difficult recruiting
- Retention issues
- Audience engagement gaps
- Industry-wide barriers
- Other \_\_\_\_\_

38. When it comes to digital or technology skills specifically, what are the biggest gaps or needs for your organization?

Please select up to three.

- Our digital presentation (web and/or mobile) could be improved
- We struggle to effectively track engagement and audience behavior
- We need to invest more in digital tools to make our reporting more efficient
- Our CMS holds us back
- We lack sufficient data analysis and data visualization skills
- Our staff needs technology training
- Other \_\_\_\_\_
- Don't know

39. What resources, tools, or other support is your organization most interested in? Please select all that apply.

- Technology tools for data journalism or storytelling
- Access to research and best practice resources
- Networking opportunities or partnerships with other media outlets
- Mentorship or advisory support
- Audience engagement strategies
- Capacity building
- Other \_\_\_\_\_

## AUDIENCE

---

40a. Overall, how has the size of your **overall** audience changed in the past two years?

- Increased
- Decreased
- Stayed the same
- Don't know

**The following question (40b) was only displayed to those who selected "Increased" in response to question 40a.**

40b. What would you say are the primary drivers of the increase in your audience size? Select all that apply.

- Changes in content or programming
- Economic conditions
- Closure of, or reduced coverage from, other outlets
- Marketing and outreach efforts
- Other \_\_\_\_\_

**The following question (40c) was only displayed to those who selected "Decreased" in response to question 40a.**

40c. What would you say are the primary drivers of the decrease in your audience size? Select all that apply.

- Changes in content or programming
- Economic conditions
- Marketing and outreach efforts
- Other \_\_\_\_\_

41. How has the size of your **digital** audience changed in the past two years (if applicable)?

- Increased
- Decreased
- Stayed the same
- N/A – we do not have a digital presence
- Don't know

42. How has the size of your **non-digital** audience changed in the past two years (if applicable)?

- Increased
- Decreased
- Stayed the same
- Don't know

43a. Do you use social media to reach audiences?

- Yes
- No
- Unsure/Don't know

**The following question (43b) was only displayed to those who selected “Yes” in response to question 43a.**

43b. Please rank the **top three** platforms most important to your outreach strategy, with one (1) being the most important and three (3) being the least important.

- \_\_\_\_\_ Bluesky
- \_\_\_\_\_ Facebook
- \_\_\_\_\_ Instagram
- \_\_\_\_\_ LinkedIn
- \_\_\_\_\_ Threads
- \_\_\_\_\_ Twitter/X
- \_\_\_\_\_ YouTube
- \_\_\_\_\_ Other

44. Who are your biggest competitors in your specific coverage area? *Please feel free to include non-traditional news sources such as Facebook pages, newsletters, etc.*

## **BUDGET AND FINANCE**

---

Now we want to ask some questions about finances. **You're almost done.** Only a few questions left. As a reminder, only aggregate responses will be reported.

45. What is the overall annual budget of your organization?

- Less than \$100,000
- \$100,000 up to \$250,000
- \$250,000 up to \$500,000
- \$500,000 up to \$1 million
- \$1 million up to \$2 million
- \$2 million up to \$5 million
- More than \$5 million
- Don't know

46. Roughly what percentage of your organization's current-year budget is dedicated to news and editorial?

- 1-10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- 51-60%
- 61-70%
- More than 70%
- Don't know

47. We want to know more about the business model of local news. To help us, can you estimate what percentage of your budget comes from the following? If you're unsure, give us your best guess. (Your specific information will remain entirely confidential.)

- \_\_\_\_\_ Individual donations (not memberships)
- \_\_\_\_\_ Events
- \_\_\_\_\_ Subscriptions & memberships
- \_\_\_\_\_ Ads & sponsorships
- \_\_\_\_\_ Foundation funding
- \_\_\_\_\_ Other

48a. Has your organization expanded or diversified revenue sources in the last two (2) years?

- Yes, we have added new revenue sources.
- No, we have not added new revenue sources.
- We are currently working to diversify revenue sources.

**The following question (48b) was only displayed to those who selected "Yes, we have added new revenue sources" in response to question 48a.**

48b. Please list the new types of revenue sources that you've added in the last two years (grants, events, memberships, etc.).

49. Would you say your news organization is currently financially solvent?

- Yes
- No
- Choose not to answer
- Don't know

50. To what extent do you agree or disagree with the following statement? "All things considered, I am confident that my news organization will be financially solvent five years from now."

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

51. Does your organization need to grow to survive in the current market?

- Yes, my organization needs to increase its staff or audience size
- No, my organization is currently sustainable
- Unsure/Don't know

**The following questions (52a, 52b, 52c and 53) were only displayed to those who selected “Nonprofit” in response to question 9.**

52a. Was an initial grant or donation essential for the startup of your organization?

- Yes
- No
- Unsure/don't know

**The following two questions (52b and 52c) were only displayed to those who selected “Yes” in response to question 52a.**

52b. How much was the grant your organization received?

- Less than \$50,000
- \$50,000 to \$100,000
- \$100,000 to \$250,000
- \$250,000 to \$500,000
- More than \$500,000
- Don't know

52c. Has the original funder agreed to provide additional funding?

- Yes, they have committed to additional funding or renewing the grant
- They are considering providing additional funding
- No, they are not providing additional funding
- Other \_\_\_\_\_

53. Does your organization have a strategy or business plan for achieving financial sustainability?

- Yes
- No
- We're working on developing a strategy
- N/A – we are currently financially stable
- Unsure/don't know

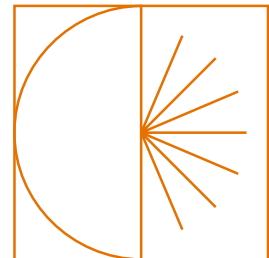
54. Is there anything else you'd like to share about your media organization or the current news landscape?

55. Would you be willing to be interviewed as part of this research?

- Yes
- Maybe
- No

56. Would you like to receive updates about this research?

- Yes
- No



## SURVEY RESPONDENT BREAKDOWN

### RESPONSES BY OUTLET TYPE

TYPE •	INVENTORY		SURVEY	
	Count	%	Count	% of Respondents
<b>Nonprofit</b>	<b>65</b>	(23.5%)	<b>23</b>	(28.4%)
<b>For-profit</b>	<b>212</b>	(76.5%)	<b>58</b>	(71.6%)

### RESPONSES BY PUBLICATION TYPE

TYPE •	INVENTORY		SURVEY	
	Count	%	Count	% of Respondents
<b>Digital</b>	<b>41</b>	(14.8%)	<b>16</b>	(19.8%)
<b>Print</b>	<b>16</b>	(5.8%)	<b>4</b>	(4.9%)
<b>Print and Digital</b>	<b>172</b>	(62.1%)	<b>52</b>	(64.2%)
<b>Radio</b>	<b>8</b>	(2.9%)	<b>3</b>	(3.7%)
<b>Radio and Digital</b>	<b>14</b>	(5.0%)	<b>0</b>	(0.0%)
<b>TV</b>	<b>3</b>	(1.1%)	<b>3</b>	(3.7%)
<b>TV and Digital</b>	<b>20</b>	(7.2%)	<b>2</b>	(2.5%)
<b>TV, Digital, Radio</b>	<b>1</b>	(0.4%)	<b>0</b>	(0%)
<b>Print, Digital, TV, Radio</b>	<b>2</b>	(0.7%)	<b>1</b>	(1.2%)

### RESPONSES BY COLLEGIATE OR NOT COLLEGIATE

TYPE •	INVENTORY		SURVEY	
	Count	%	Count	% of Respondents
<b>Collegiate</b>	<b>37</b>	(13.4%)	<b>10</b>	(12.4%)
<b>Not Collegiate</b>	<b>240</b>	(86.6%)	<b>71</b>	(87.7%)

## APPENDIX B: CONTENT ANALYSIS RULES AND CODEBOOK

The following steps and guidelines pertain to data collection for the content analysis of digital only and print and digital publications. Data should be compiled in a spreadsheet with columns for publication, article headline, date, authorship, content type, and topics. Navigate to the outlet's homepage; for all stories on the homepage in the last seven days or up to 25 stories, copy the headline into a row in the spreadsheet and mark down the corresponding publication, date, authorship, content type, and topics.

There are specific categories of authorship, content type, and topics to be recorded for each article. They are as follows.

### AUTHORSHIP

---

**Byline**

A named reporter(s) for the outlet

**Staff**

Either no author name provided or multiple authors at the outlet

**Contributor & others**

Any person or organization outside of the outlet contributing content

**Sister publication**

Shared content from publications with a connection to the outlet

**Paywall/other/don't know**

Used when authorship is blocked by a paywall or when it was unclear which above category was relevant

### CONTENT TYPE

---

**News event**

Breaking news stories or any coverage triggered by an event

**Enterprise**

Content and coverage initiated or conceived by the outlet

**Opinion**

Commentary based on the opinions and perspectives of an author and typically labeled as an opinion column or part of an opinion section

## TOPIC\*

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**Arts/entertainment**  
**Business/economy/philanthropy**  
**College sports**  
**Crime/courts/police**  
**Culture/lifestyle/how people live/home and garden**  
**Disasters/fires/accidents**  
**Elections/politics**  
**Environment**  
**Ethics/scandals**  
**Food/restaurants**  
**Gambling**  
**Health/health care**  
**Infrastructure/development/transportation**  
**International issues**  
**Local government**  
**Local history**  
**Local people/community groups/deaths/births**  
**National news/issues**  
**Other sports**  
**Outdoors/recreation**  
**Prep sports (high school)**  
**Professional sports**  
**Religion**  
**Schools/education**  
**Social issues**  
**State government**  
**Taxes**  
**Technology/science**  
**Weather**

*\*Each article could be assigned up to two topics, but only if it was necessary to accurately convey the article's content.*

In the analysis sections, some of the 29 topics were combined into 14 condensed categories for reasons of conciseness and clarity in the report:

### ***Accidents, Disasters, and Weather***

Combination of disasters/fires/accidents (including traffic) and weather

### ***Arts and Culture***

Combination of arts/entertainment, food/restaurants, culture/lifestyle/how people live/home and garden, outdoors and recreation

**Business and Economy**

Combination of business/economy/philanthropy, infrastructure/development/transportation, taxes, gambling

**Crime, Courts, and Ethics**

Combination of crime/courts/police and ethics/scandals

**Elections and Politics**

**Health and Science**

Combination of environment, agriculture, health/health care, technology/science

**International News**

**Local Government**

**Local People and Groups**

Combination of local history, local people/community groups/deaths/births

**National News**

**Schools and Education**

**Social Issues and Religion**

Combination of social Issues and religion

**Sports**

Combination of college sports, other sports, prep sports (high school), professional sports

**State Government**

