

DRIVING THE FUTURE OF LOCAL NEWS

The Virginia Local News Project (VLNP), formerly known as the Virginia Press Foundation, marks a pivotal moment with a new name, vision, and its inaugural strategic plan. These milestones reaffirm its commitment to sustaining local journalism and ensuring reliable news for all Virginia communities.



VISION

To sustain, support, and grow local news in every Virginia community.

PRIORITIES

Rebranding and Expanding Visibility
 Strengthening Organizational Capacity
 Building Sustainable Revenue Streams
 Advancing and Enhancing Programs



YEAR 1: 2026

BUILDING A FOUNDATION

Enhance public awareness with rebranding, a new website, and focused marketing.

Strengthen governance through board recruitment, onboarding, and compliance.

Secure initial funding through grants and donor outreach.

Expand newsroom support programs.



YEAR 2: 2027

CREATING MOMENTUM

Assess the impact of grant-funded programs to ensure effectiveness.

Diversify revenue through planned giving, events, and partnerships.

Strengthen community connections with internships, mentorships, and journalism pathways.

Launch a volunteer program to deepen community engagement.



YEAR 3: 2028

SUSTAINING GROWTH

Expand and diversify the board.

Hire a program director and explore partnerships for additional staffing support.

Boost outreach with impact reports, marketing, and community events.

Launch educational initiatives to inspire young journalists and engage stakeholders.