

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



FISCAL 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.



FISCAL 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.



FISCAL 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.