

STRATEGIC PLAN 2026-2028

EXECUTIVE SUMMARY

VIRGINIA
LOCAL NEWS
PROJECT

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

The new name, chosen to better reflect the organization's purpose and provide clarity of mission, is reinforced by a new vision: **To sustain, support, and grow local news in every Virginia community.**

This strategic plan (2026–2028) provides a clear roadmap to address key organizational priorities: strengthening messaging, building operational capacity, and fostering long-term sustainability. Developed collaboratively by the VLNP Board, it embodies a shared dedication to the mission and a bold vision for the future of local journalism in Virginia.

The plan focuses on four critical priorities:

- ① **Messaging/Re-Branding:** Establishing a clear and compelling identity to re-brand, build trust, increase visibility, and expand public awareness.
- ② **People:** Strengthening organizational capacity through staff and board expansion.
- ③ **Funding:** Building sustainable revenue streams.
- ④ **Programming:** Expanding and enhancing initiatives like the Digital Accelerator Program to directly support and sustain local journalism.

This strategic plan is supported by an operations plan template, which outlines specific tasks, timelines, and milestones for each objective. The template can be used to load activities into project management software, ensuring accountability and streamlined execution.

VLNP has already begun laying the groundwork for success by advancing efforts such as rebranding, board recruitment, and preparing grant applications.

View The
Full Plan

