

We're not surprised that there's so much interest in our recent grants designed to find new ways to create, distribute, and pay for high-quality journalism. As so many people have already told us, fresh millions for journalism is news of the "man bites dog" variety in a world where layoffs, cutbacks, and shutdowns are the norm.

We have given some of the largest grants in our history, hoping to discover innovative models that can be self-sustaining and replicated elsewhere.

The Center for Sustainable Journalism at Kennesaw State University under the direction of Leonard Witt is the living laboratory for those experiments. If you are trying to start or expand your own creative journalistic enterprise, please direct your correspondence to the CSJ (csjinfo@kennesaw.edu). The Harnisch Foundation will be channeling our funding for new journalism projects through the CSJ. Don't ask us – ask them.

We have also made a gift to Baruch College's new Department of Journalism and the Writing Professions under the leadership of Dr. Geanne Rosenberg (geanne.rosenberg@baruch.cuny.edu). That grant will support the creation of a studio, as well as other efforts in community-based newsgathering with a goal of self-sustainability. The mandate for all these projects is to discover and disseminate methods by which communities of interest can pay for the high-quality journalism that's so urgently needed. That's what we mean by "sustainable." The "S" in the Center for Sustainable Journalism does not stand for "Supported" or "Subsidized."

If you are seeking funding for your journalistic enterprise through the CSJ, please make sure that your proposal has a clear path to self-sustainability within its budget and business plan. We're not unrealistic – we know that some experiments will fail to find financial footing. But we're betting on the proposals that we think stand the best chance of finding an appreciative audience, a subscriber base, an advertising base, or other methods of paying for what's produced.

The Harnisch Foundation has long operated on the premise that our best investment is in an enterprise that succeeds so well it never has to ask us for money again. We have certainly taken this approach with our grants for journalism through the Center for Sustainable Journalism at Kennesaw State University and the Department of Journalism and the Writing Professions at Baruch College.

Should you choose to make inquiries to either program, please make your case based on your plan to create your own revenue in the future.

Keep us posted on your progress, if you wish. We're always interested in the news!

Sincerely,

Ruth Ann Harnisch, President

Jennifer Raymond, Grants Manager

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