



CATCHLIGHT

PREPARED FOR THE EMERSON COLLECTIVE JANUARY 2022

©FELIX URIBE / BAY AREA LOCAL FELLOW

HISTORY

Our Mission

We leverage the power of visuals to inform, connect and transform communities.



The Problem

In order to build more inclusive communities we are investing in visuals as critical source of information, trust, and civic engagement.

COMMUNITY TRUST

67%

People who consider clear, detailed images more weighty than product information and customer ratings.

ENGAGEMENT

2x

Engagement rates of media content by visual journalists producing high quality images.

DIVESTMENT

-52%

Visual storytelling staff lost in newsrooms, more loss than in any other editorial area

The Market



LARGE WIRE SERVICES/NEWSROOMS CREATING CONTENT



Optimizing general visuals for many



Optimizing local visuals for one

MARKET GAP



Optimizing local visuals for a few regional communities that are desirable to many

SMALL NEWSROOMS WITH LOW/NO VISUAL CONTENT CREATORS



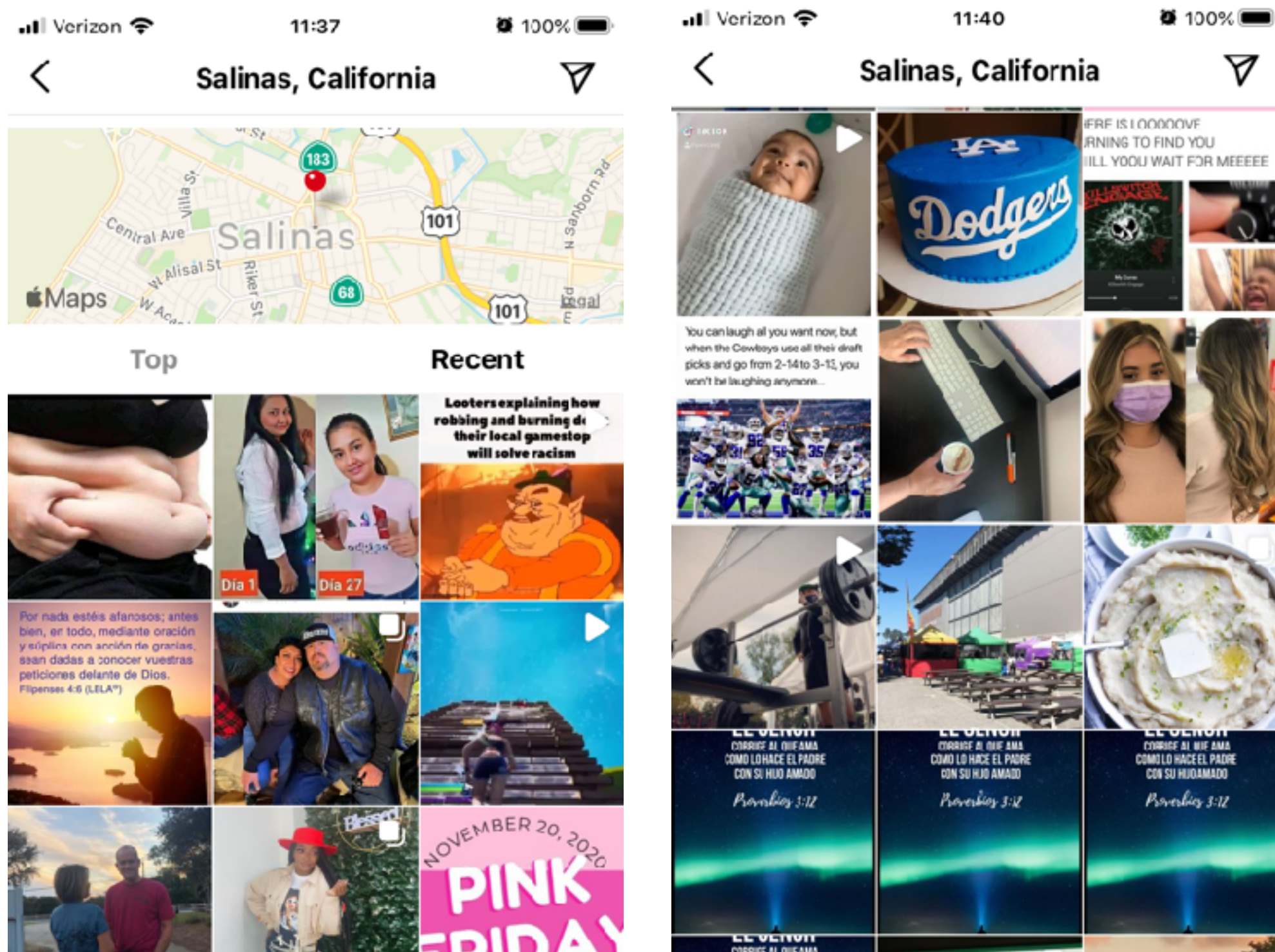
Relying on user & reporter-generated visuals

The Connection

Where user-generated content falls short

INSTAGRAM SEARCH RESULTS BY LOCATION

CONSISTENT AND NUANCED VISUAL JOURNALISM



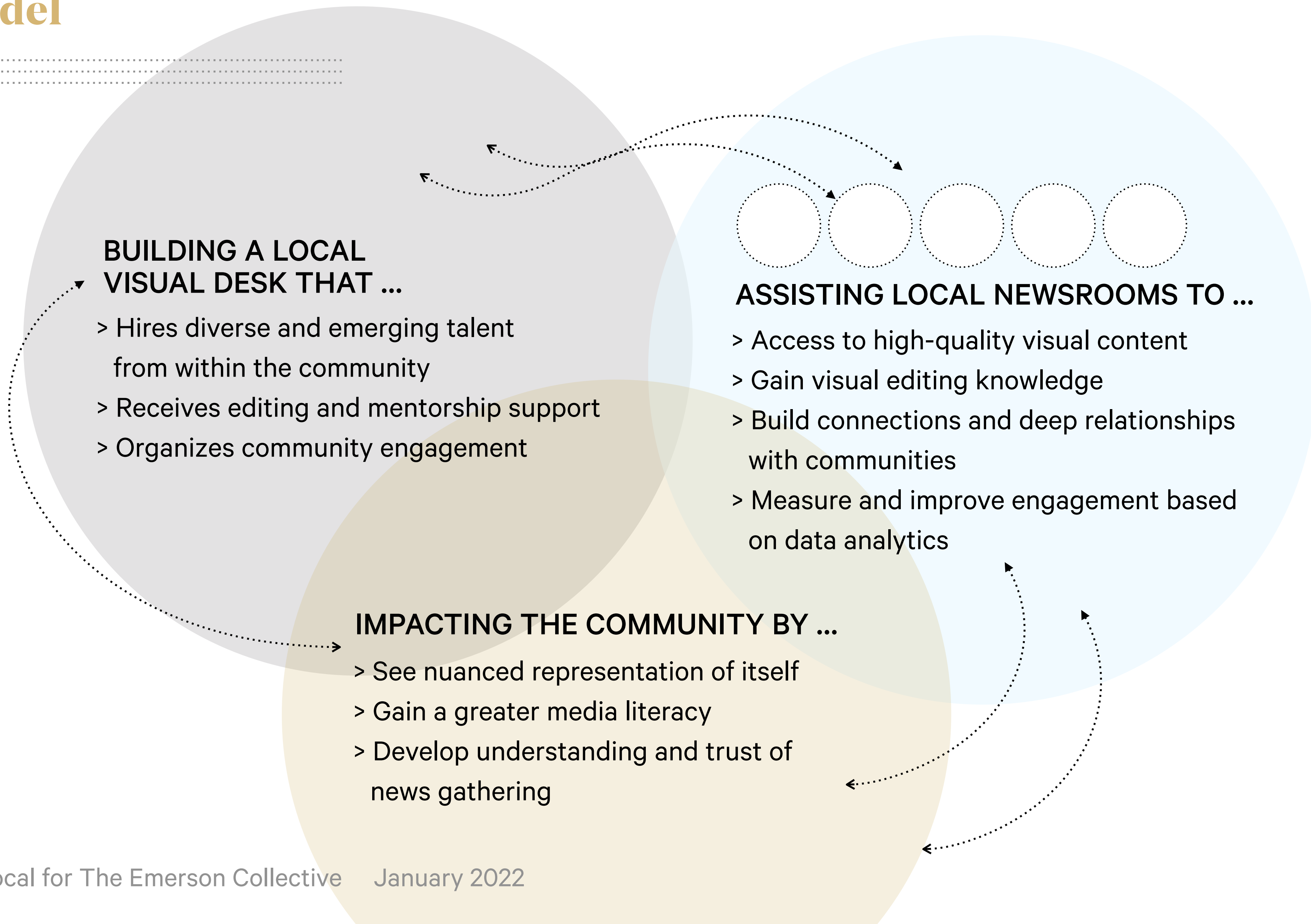
Our Solution: CatchLight Local

CatchLight gives image deserts access to nuanced, local visuals

- > Gives a newsroom access to visual journalists
- > Produce editing support for thoughtful long form and short form visual journalism
- > Builds interactives and data visualizations
- > Engages audiences through events and exhibitions



The Model



The Stakeholders

VISUAL STORYTELLERS

- > Funding
- > Amplification
- > Training
- > Editorial support

LOCAL NEWSROOMS

- > Representative journalism
- > Measure and improve engagement
- > Improve the quality and sustainability
- > Further ties with communities

COMMUNITY MEMBERS

- > True representation of the community
- > Information that fulfills their need
- > Hands-on learning opportunities

The Pilots

We have proven impact and iterated on two programs

BAY AREA

Newsroom members:

SAN FRANCISCO
PUBLIC PRESS

BCN
BAY CITY NEWS

The Californian
Solinas



4

Fellows, including:

- > Photojournalists
- > Multimedia artists
- > Digital producers

CHICAGO

Newsroom members:

BORDERLESS

BGA

BLOCK
CLUB
CHICAGO



6

Fellows, including:

- > Visual Editor
- > Photojournalists
- > Multimedia artists

CatchLight Local

Impact Spotlight



Impact: Audience Engagement

+37%

Average increase in engaged time for CatchLight Local 18 stories published by six local newsroom partners

+85%

CatchLight Local stories published had a higher engagement rate than the newsroom partner's average

Impact: Community Engagement

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.....
.....

“It was the first time I experienced an abundance of food. I was shocked. ... hopefully the stories you have written will help other folks understand that it takes one person to open many doors for other folks.”

RESI SALVADOR, Following reporting by 2020 CatchLight Local Fellow David Rodriguez’s work documenting a farmworker family in Salinas struggling through the pandemic , support and donations poured in.



Impact: Community Engagement

“Sharing the truth has made all the systems in this community reflect on how they provide service ... it has shown us the need to lean on these stories to inform policy and practice.”

CARISSA PURNELL,
Director, Alisal Family Resource Center



Impact: Sustainability

David Rodriguez Muñoz

JOB SECURITY: Was hired full time at the Salinas Californian

PROFESSIONAL GROWTH: Recently was named a JSK Fellow at Stanford; has been published in national publications and featured in case studies about the impact of journalism including one from the [Media Impact Project at USC Annenberg](#).



The Lessons: Engaging the Community



The Lessons: Lasting Impact



CARE
IN THE TIME OF
COVID-19
INSIDE OUR PANDEMIC RESPONSE
& PORTRAITS OF
RESILIENT SAN FRANCISCANS

SP COVID COMMAND CENTER
ARTISTS IN RESIDENCE
MABEL JIMÉNEZ
S. RENÉE JONES
AJUAN MANCE

CATCHLIGHT LOCAL FELLOWES
YESICA PRADO
FELIX URIBE

OCTOBER 4, 2021
through
APRIL 15, 2022

SAN FRANCISCO CITY HALL
LOWER LEVEL
& NORTH LIGHT COURT

Support your thoughts. Support the artists. Support the community. Support the future.

Photo credit: CatchLight Local Photos 2021

sfac CatchLight CL

The Lessons: Community Engagement

Community-centered visual storytelling improves

- > Trust
- > Representation
- > Civic engagement
- > Social cohesion

A young girl with her hair in a bun, wearing a dark firefighter costume with reflective stripes, sits in a white toy car on a paved street. The car is a miniature SUV with a black steering wheel and a fire hose attached to the back. In the background, there is a concrete wall with yellow doors and a sign that partially reads "s Cultural Family Center".

CatchLight Local

**The California
Visual Desk**

**Establish a long term sustainable
model for community-based
visual storytelling at the
community level in the state.**

CatchLight Local California: Funding Partners

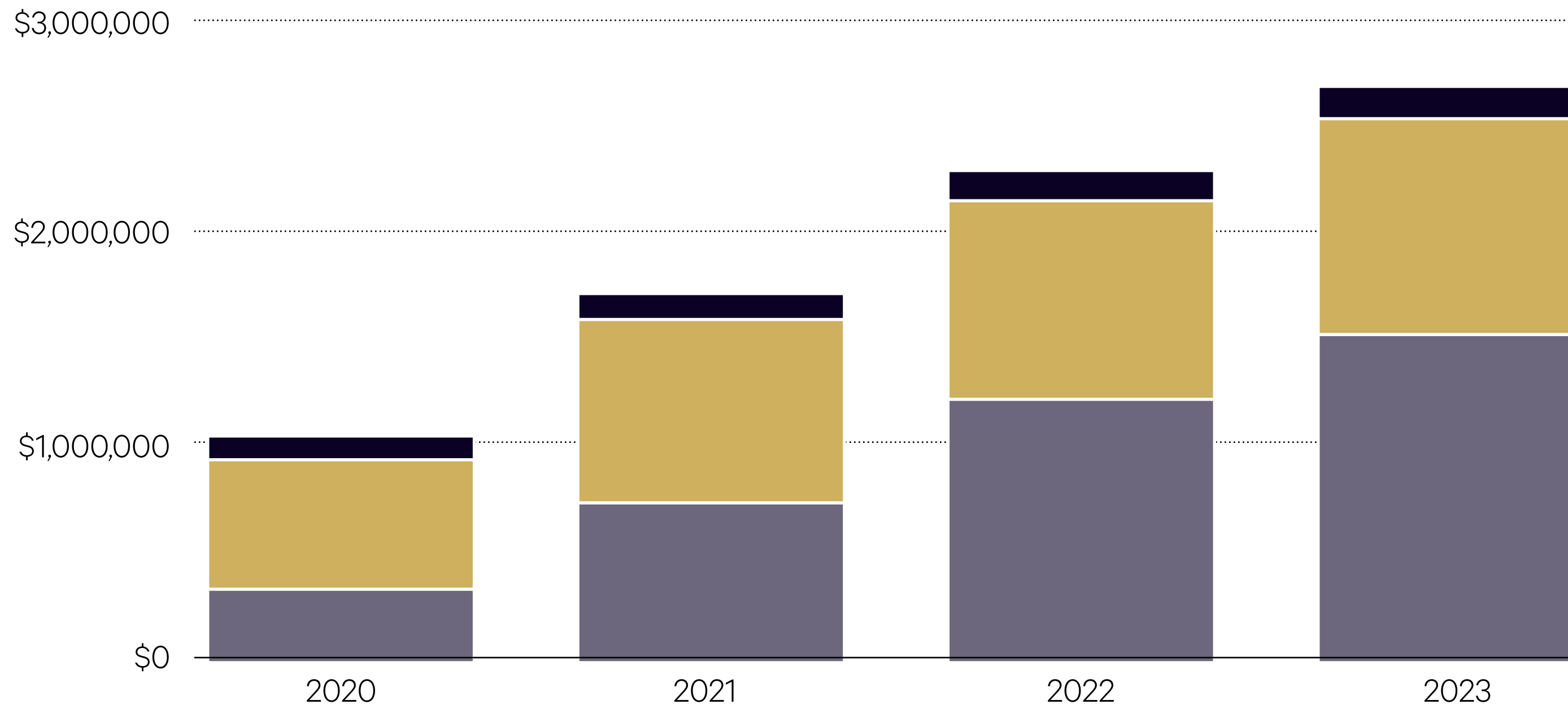
\$2.2 million over the next 3 years



CatchLight Local: The Financial Plan



KEY: ■ ADMINISTRATIVE COST AND TRAVEL ■ STAFF ■ PROGRAM COSTS



CatchLight Local California: Locations

So far, there are confirmed partnerships with five newsrooms and statewide news outlet, CalMatters, which reaches 1 in 10 Californians.

Berkeley
Berkeleyside

Stockton
Bay City News

San Jose
India Currents

CalMatters
List of distribution partners: [available here](#)

Riverside
Black Voice News



CatchLight Local California: Confirmed Media Partners



CatchLight Local California: Others Interested in Partnering



California**Health**
—REPORT—

CAPITAL & MAIN

The Californian



The Long Beach Post



North Long Beach Vibe



SAN FRANCISCO PUBLIC PRESS



CatchLight Local California: Timeline

DEC. 14, 2021-JAN. 30, 2022

Call for 2022
California Local
Fellows is live

MARCH 15

Fellows for first
three newsrooms
partners announced

APRIL 18-20

Fellow
onboarding
begins

JUNE 1

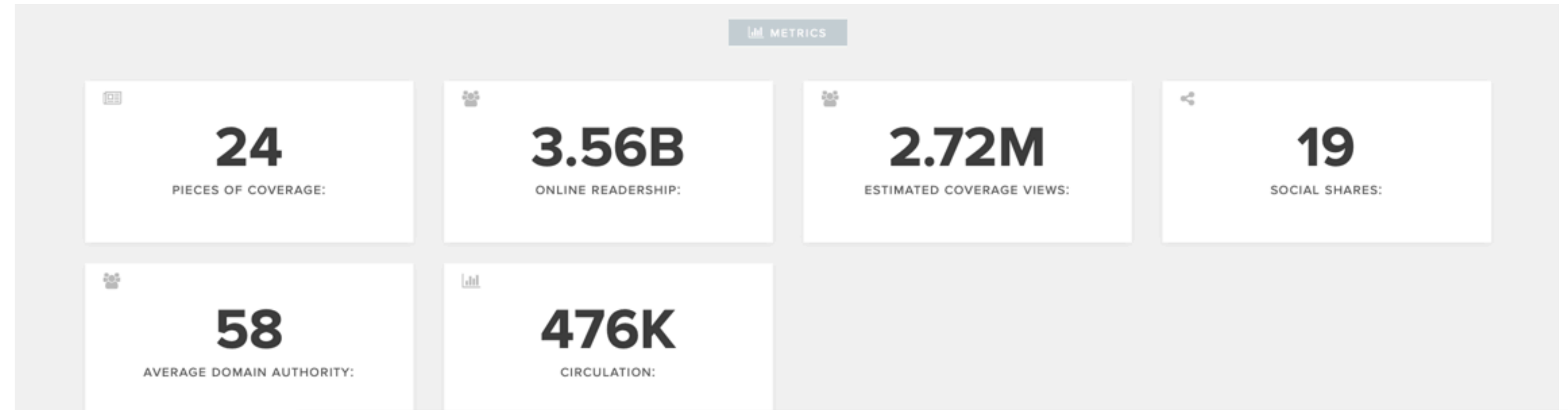
Fellows begin
working in newsrooms
across the state

CatchLight Local California: In the Conversation

The coverage of the California visual desk is extensive

Our coverage report here

Coverage in the Columbia Journalism Review



Columbia Journalism Review
OCT 26, 2021

Local photojournalism gets a boost from a California nonprofit

By Lauren Harbo

CATCHLIGHT, A CALIFORNIA-BASED NONPROFIT, was launched in 2015 to create opportunities and support for photojournalists; over the past several years, they've created project grants for photojournalists and partnered with local newsrooms to offer financial support and training for early-career photographers (in some cases, partnering with organizations like Report for America to pay photojournalist stipends). Today, **CatchLight Local** announced that five philanthropic organizations will invest a combined two million dollars over the next several years in an effort to address what CatchLight CEO Elodie Malliet Storm calls "image deserts": the decline and death of photojournalism at the local level.

Malliet Storm, who worked for a decade at Getty Images, says the

THE EXISTENTIAL ISSUE
The aesthetics of right-wing extremism

Philip DeFranco and the power of

(EST.) MONTHLY VISITS:	449K
(EST.) COVERAGE VIEWS:	1.51K
DOMAIN AUTHORITY:	76

5

CatchLight Education Initiatives

**Using visuals
to educate
the next
generation
of image
makers and
consumers.**



CatchLight Education Initiatives

Media Literacy Curriculum

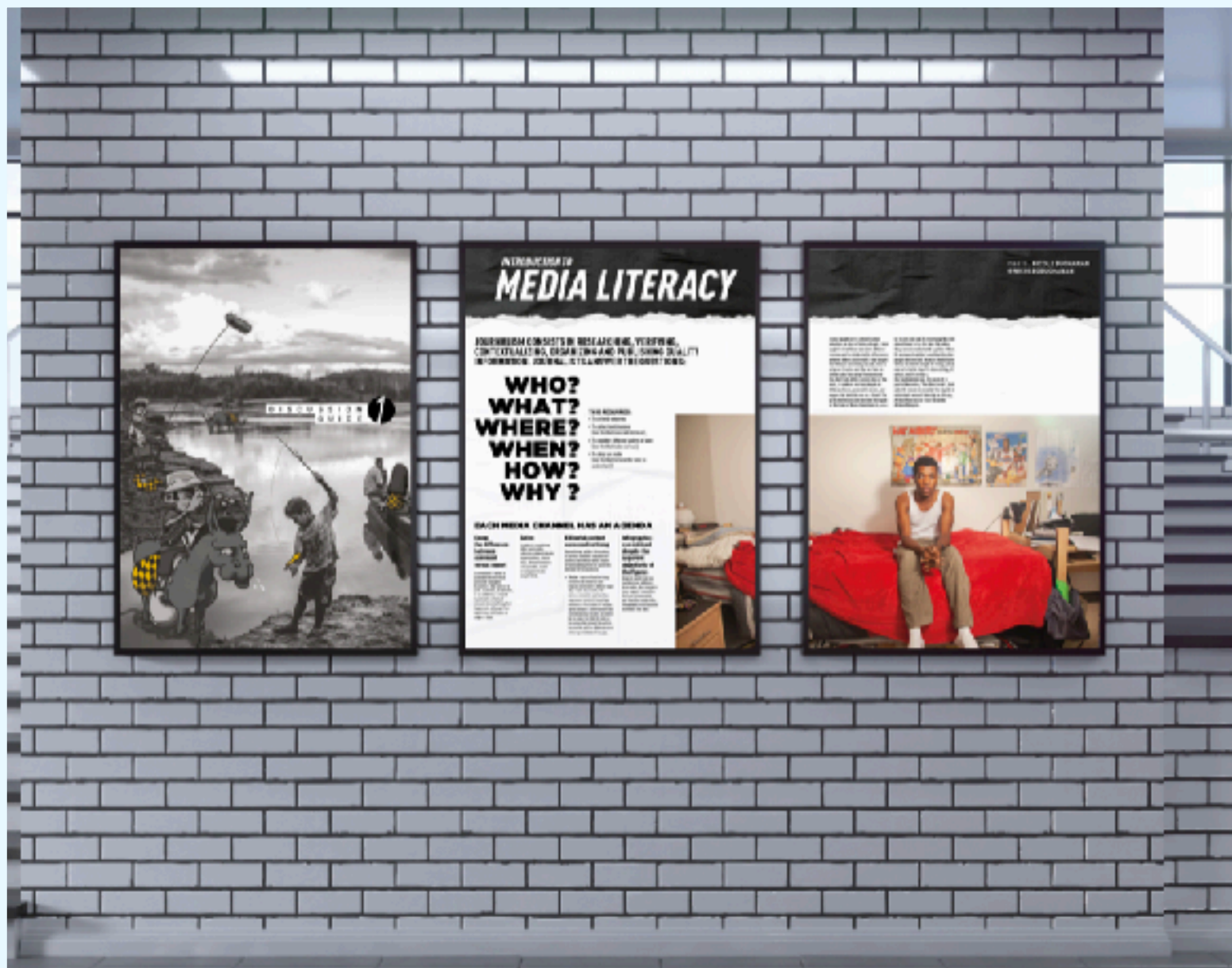
**A GUIDE TO
SAFE
SOCIAL
MEDIA
PRACTICES**

**SOCIAL MEDIA
CONFUSION**

The loss of revenues from newspapers to social media platforms has meant a shift from fact-checked information meant to inform citizens, to content designed to promote engagement, virality and money.

On a political level, social media has allowed individuals and small organizations to disseminate messages directly to voters, unmediated by major news organizations. Citizens must question whether the messages they receive can be trusted.

In order to make informed choices, one must identify multiple news sources that one can trust, while being aware that all media is partisan.



**WHO?
WHAT?
WHERE?
WHEN?
HOW?
WHY?**

**THIS REQUIRES
JOURNALISTS:**

- To actively observe,
- To collect testimonies and establish trust
- To consider and understand different points of view

** How do you get your news? What news sources do you use: newspapers, magazines, radio, TV, Internet, social media? Can you name a few of those news sources (for example: BBC, Facebook, The Guardian)? How frequently do you access news?*

What is the difference between news and opinion? Between news and advertising? Can you go further by giving examples and explaining why and how both matter and differ?

CatchLight Education Initiatives



Our curriculum is in use by YR Media to educate youth ages 14-18. We are now exploring workshops.

“Attention grabbing visuals and graphics. Easy to navigate and read.”

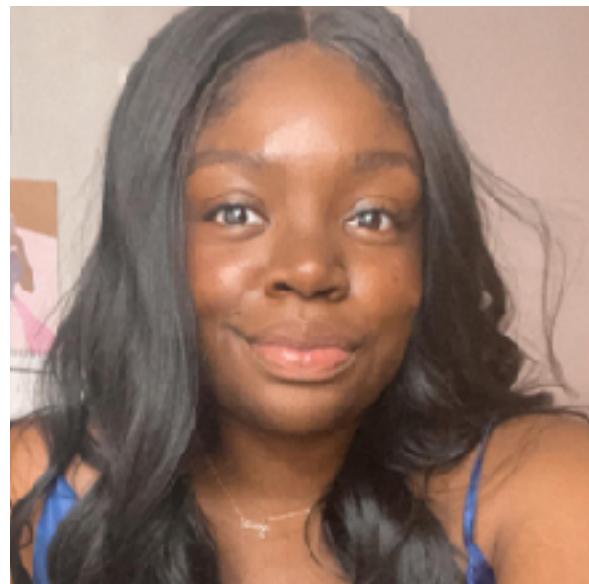
“I really enjoy the variety of topics, especially local journalism, reading photographs and the resource roadmap.”

“Would have been cool if there were more interactive lesson plans included.”

“Is there a website where this can all be explored? That would be a nice tool for both educators and students.”



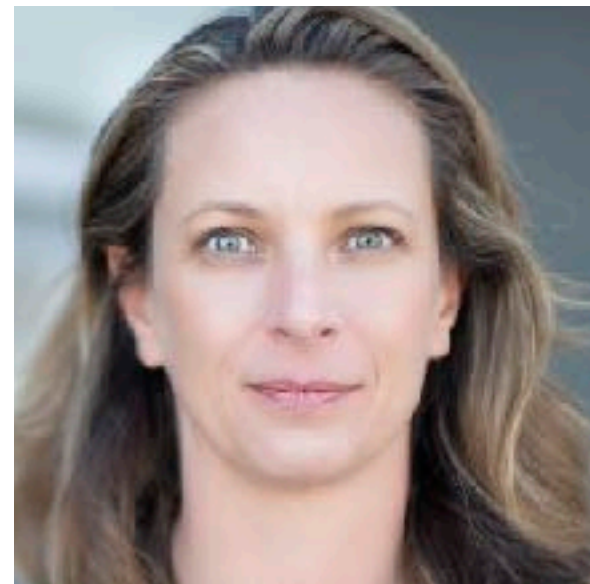
Adriana García
*Chief of Operations,
Communications*



Adriana Lacy
*Social Media
Manager*



Amy Kisch
*Chief of Cultural
Initiatives*



Elodie Mailliet
CEO



Larissa Consani
Administrative Asst.



Erica Garber
Director of Development



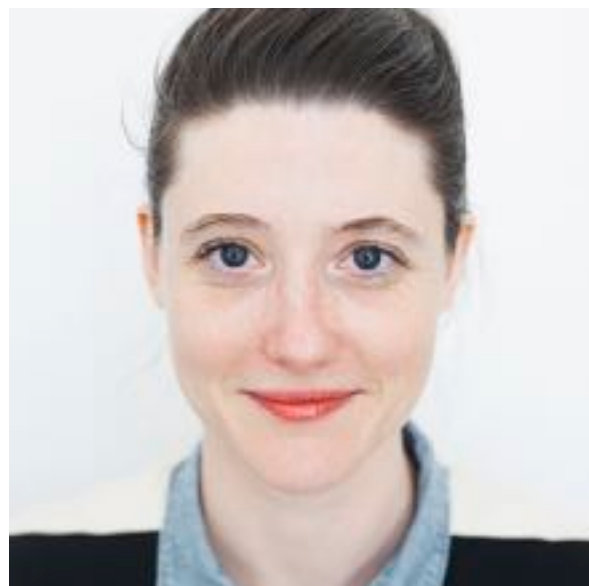
Jenny Straton
Director of CL Local



Mabel Jimenez
*Visuals editor: Local
California Visual Editor*



Maria Dal Pan
*Managing editor:
Newsletter*



Myrtille Beauvert
Public relations

Who We Are

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**CatchLight is growing.
We've added seven team members
in the past year.**

Organization's Strategic Goals: 2022

Build long-term and sustainable collaborative model for visual journalism

Launch CatchLight Local visual desk in California with successful membership model that delights customers: newsrooms/fellows measured by number of members/returning customers, quality of community engagements and professional advancements on fellows.

Place long-term (3-year) CatchLight Visual Journalism Fellows in Local newsrooms in California (at least 4 in 2022 and up to 10 in 2023)

Build strong and long term collaborations with diverse media companies and community organizations where our Fellows and the Visual Desk operate.

Create a strong, nuanced and engaging visual representation of California to be measured by increase in audience engagement, community engagement and awards.

Organization's Strategic Goals: 2022

Establish long-term financial sustainability of the organization by diversifying revenue streams

Achieve revenues of \$1.915 million, a 12% increase from last year's revenues

Diversify revenue streams: Increase the number of major donors by 67% and amount of average donation by 15%.

Test out creative services revenue models with two to three experiments, totalling revenues of at least \$70k.

Build strong corporate sponsorship revenue stream up to \$80k next year from \$20k in 2021.

Build a successful membership model for newsrooms with revenues of at least \$40k in 2022.

Organization's Strategic Goals: 2022

Successfully scale organization and achieve team and operational excellence

Successfully grow team from 4 staff in 2021 to 8 in 2022

Increase team and board diversity where both staff and contractors/fellows and board reflect the demographic diversity of the communities we serve. Recruit two new board members to serve on CatchLight board.

Build strong organizational structure where team feels both empowered and supported with clear and actionable goals to establish CatchLight as a great place to work

Improve workflows and systems to achieve greater efficiency.

Organization's Strategic Goals: 2022



Establish CatchLight as a major force at the nexus of visual storytelling, art, media & social change

Build out strong cultural programming establishing CatchLight as a major organization in the field

Host a successful CatchLight Visual Storytelling Summit with key players in the field and attracting a large SF-based audience

Build a successful programmatic lecture series based on strong Cultural programming partnerships: ICA SF, McEvoy, Minnesota Street Projects, SFAC, Aperture

Increase brand recognition and brand projection across events and digital media: Redesign website

Thank You.

CATCHLIGHT