



# SERVING RURAL COMMUNITIES

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*Community Alliance* Newspaper



# THE PROBLEM

*“My water is undrinkable, and no one cares.”*

Rural towns and communities in the Central San Joaquin Valley are overlooked by leaders and local media.

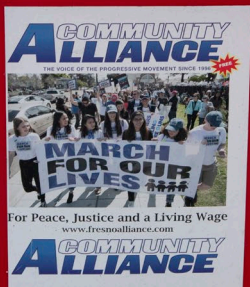
- Unsafe drinking water
- Prevalent pesticide use
- War on immigrants
- Economic instability
- Local government corruption

# AUDIENCE

- Challenged communities:  
Appalachia of the West
- Primarily Latinx majorities
- Communities with...
  - High levels of poverty
  - Seasonal/unstable employment
  - Large immigrant populations with distinct needs
- Despite challenges, these communities are vibrant, resilient and eager to be heard



**FREE**



## OUR RESPONSE

- Provide trusted information in English and Spanish
- Elevate community voices
- Connect residents with resources and allies
- Build civic engagement to empower long-term change



## OUR PLAN

- Hire a full-time bilingual reporter to...
  - Connect with local leaders
  - Identify key community issues
  - Provide in-depth coverage
- Immediate priorities: water quality, immigrant concerns and economic instability
- Expand community engagement



# RESOURCES NEEDED

\$300,000 over three years

Line Item	Annual	Total
Full-time reporter	\$70,000	\$210,000
Print/digital production	10,000	30,000
Distribution	10,000	30,000
Community engagement	10,000	30,000
<b>Total</b>	<b>\$100,000</b>	<b>\$300,000</b>



# POTENTIAL IMPACT

- Bilingual coverage of critical issues
- Communities advocating for change...
  - Voices at city, school and water board meetings
  - Increased participation in community groups
  - Formation of new grassroots organizations
- Resolution of community concerns

## HISTORY OF IMPACT



- Trusted community messenger for nearly 30 years
- Reporting helped secure a lawsuit victory for the homeless in Fresno
- Special coverage led to improved medication access at Fresno County Jail
- Extensive Stop the Hate coverage and activities
- Award-winning Spanish-language section

# GIVING RURAL COMMUNITIES A VOICE

- With your support, we will shine a light on issues that have been ignored for too long
- Together, we can build stronger, more informed and more just communities in California's Central Valley

