

Lookout

EUGENE-SPRINGFIELD

Reviving A Community-Wide, Robust,
Trustworthy Local News Presence in
the Eugene-Springfield Area

SPRING, 2024

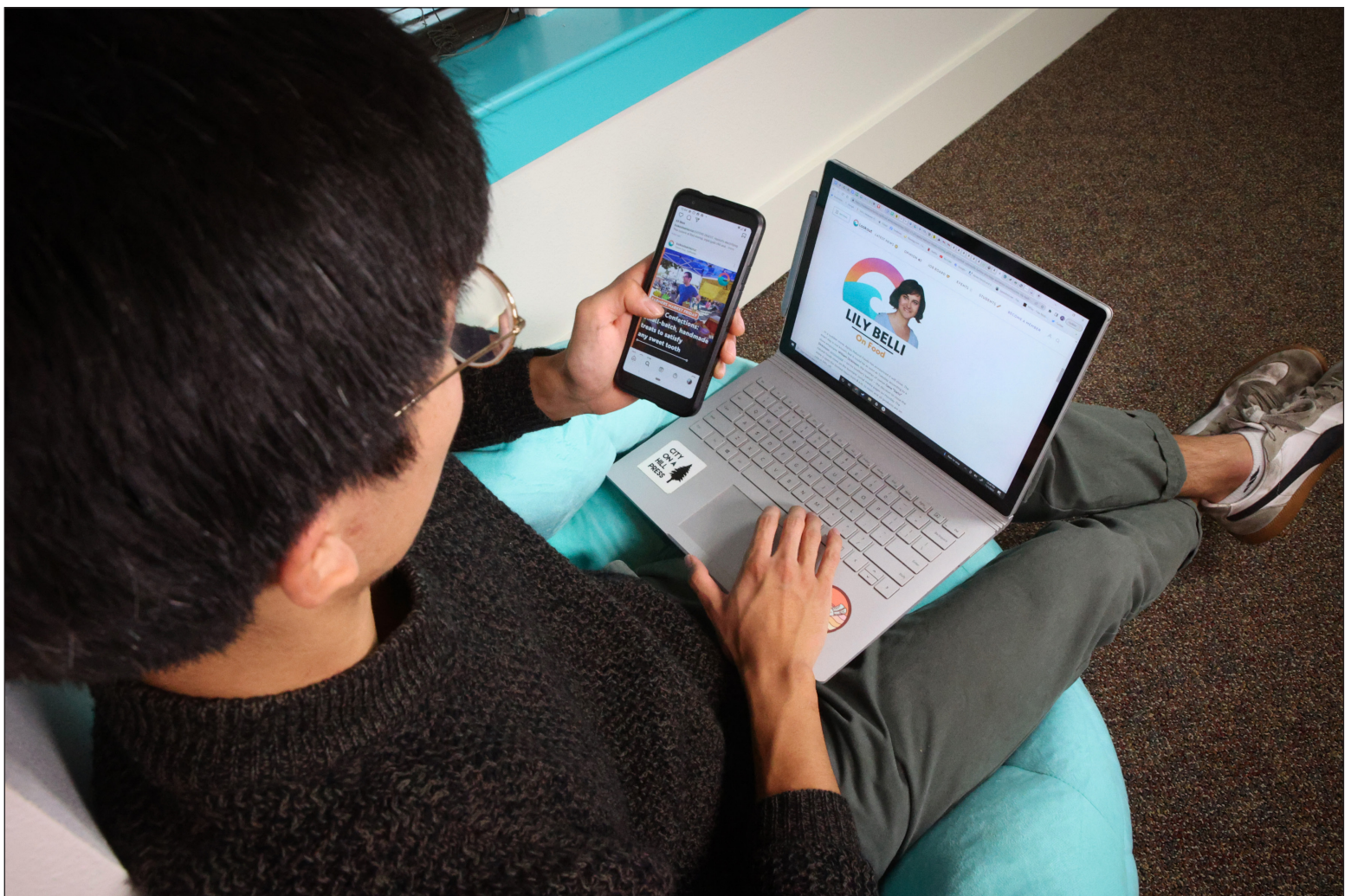


Lookout Eugene-Springfield: Reviving Trustworthy Local News with Today's Technology

The Eugene-Springfield area finds itself at a crucial moment, and Lookout Eugene-Springfield is ready to meet that moment. Lookout believes that democracy and civic life cannot flourish without an informed local citizenry, charting their communities' futures with a shared set of accurate news and information. And we have acted on that commitment at our first news site, Lookout Santa Cruz. Our winning of the 2024 Pulitzer Award for breaking news is affirmation of our work, and we will bring the same commitment and level of excellence to Lookout Eugene-Springfield.

The traditional sources of high-quality news in the Eugene-Springfield area have winnowed. Lookout has been asked by local civic leaders to fill the vacuum created by the collapse of the once-leading Eugene Register-Guard newspaper.

Lookout Eugene-Springfield will revive the tradition of strong, non-partisan, trustworthy local news, using the technology of the day to reach diverse communities and audiences across the U.S. We aim to help make life better for all who live in the area. We believe that communities can collectively make better futures if supplied with the facts that feed informed debate and decision-making. Lookout does that by providing a critical mass of daily and weekly news, engaging readers in the life and issues of their hometowns.



Beginnings: News Industry Insider Starts Successful Digital News Site in Santa Cruz

Lookout was founded by Ken Doctor, a nationally known journalist and graduate of the University of Oregon's School of Journalism and Communication. Doctor is a long-time daily news industry executive and industry analyst and consultant. His roots in Eugene go back to a decade in the 1970s and 80s. After graduating from UO's SOJC Master's program, he led the Willamette Valley Observer weekly for seven years, and has maintained close connections in Eugene and with the journalism school. Doctor's work centers on the disruption and transformation of the news business in the digital age. For 15 years, he has covered both the great successes of digital transformation and democracy-crippling losses of local news across the Western World. He speaks, writes and consults with companies and associations on four continents, and has become a go-to source, much quoted in media across the globe, on the landscape and the road ahead.

Five years ago, he envisioned and began building the Lookout Local model, believing that communities would embrace high-quality, local news – if offered the opportunity. Combining the lessons of successful digital transformation learned from his coverage of the New York Times and the tried-and-true community respect for the best local daily journalism, he founded Lookout Santa Cruz. After start-up building, Lookout Local now moves to expand and to offer other communities the opportunity to map their own futures, on a foundation of solid news and information.



**Founder and CEO
Ken Doctor**

About Lookout Santa Cruz

Lookout first launched with Lookout Santa Cruz in November, 2020, striving to be a community newspaper — that's digital. We match the bedrock principles of the best American journalism with the highly efficient digital technologies of the day, driving down non-journalism costs. Our Santa Cruz team of 15 is the largest and best news company in our region. We share our platform with trusted local businesses & civic organizations to promote growth and community connections.

- * 360,000 average monthly page views
- * 160,000 average monthly unique visitors
- * 28,000 email registrants
- * 10,240 total members, including students
- * Largest and fastest growing Santa Cruz County newsroom

“Progress on every other issue, from education and healthcare to criminal justice reform and climate change, is dependent on the public’s understanding of the facts.”

***-- John Palfrey,
MacArthur Foundation and Press Forward Founder***

All About Lookout -- Its Focus, Structure, and Content

Lookout Eugene-Springfield will be fiercely focused, fair, mission-oriented and business-centric. It will merge the bedrock principles of the best American journalism with the highly efficient digital technologies of the day. Lookout will make community betterment its mission, its civic and community commerce developing early civic, marketing and media partnerships.

How it's Built, and Why it Works

Initial plans for Lookout Eugene-Springfield call for a staff of 20, with 15 dedicated to the newsroom and five on the Community and Commerce (business) team. Its editors, correspondents and visual journalists will provide:

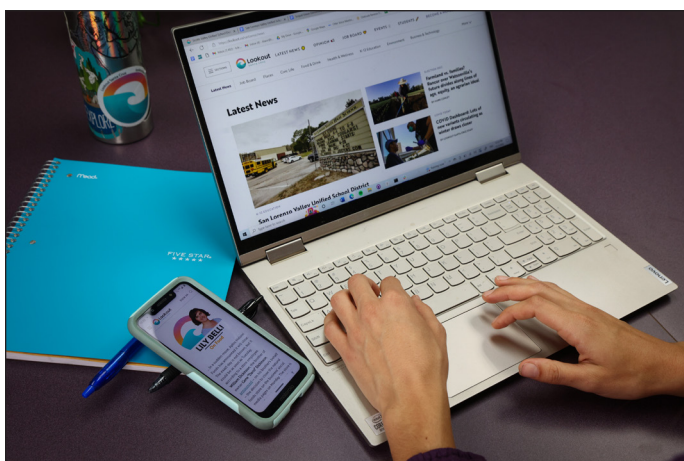
- * Beat coverage of government, politics and policy, education (K-12 and higher), health and human services, sports, environment/recreation, arts, culture and entertainment, justice and crime, housing and homelessness.
- * Active collaborative relationships with Oregon Public Broadcasting (OPB) and with a newly developed internship program with the School of Journalism and Communication at the University of Oregon.
- * A robust Community Voices opinion page for local op-eds and letters to the editor.
- * Activity calendars for entertainment, culture, and civic activities.

* Additional features such as a job board and obituaries.

* Delivery of the news wherever digital audiences want it. That includes an intuitive and attractive website, multiple daily and weekly newsletters, email and text alerts, and a smartphone app (in progress).

* Multiple opportunities for reader/public interaction. Lookout's promise is digital and high-touch, through numerous election and issue forums, Lookout Listens sessions, open houses and a full roster of member (subscriber) events.

Lookout will be digital-only, mobile-first, and offer a range of cross and intergenerational products – websites, newsletters, texting, forums and more. It will also provide services in strategy, technology, product and audience, with a local publisher and top editor directing the enterprise.



Quality Content that's Broad and Deep

Lookout Eugene-Springfield coverage will be broad, encompassing all areas of community life. Thorough, knowledgeable coverage of all significant government entities is foundational to its success, and other key topical areas include: Politics and policy, education, health, food, arts and entertainment, business, environment/climate, sports, non-profit sector, and opinion. It will also include growing information utilities – a calendar, ticketing, obituaries, job board.

New relationships – Building support through collaborations

We're pioneering a model of news delivery that's unique to Oregon, but one that can – and will – be replicated elsewhere. Relationships with premier public media organizations and the University of Oregon's highly respected School of Journalism and Communication will accelerate Lookout Eugene Springfield's growth.

OPB is a strategic partnership in daily/long-term content planning and sharing, as well as in audience co-development. OPB is trusted as a statewide and regional news authority with a 60-person editorial staff that provides a continuing stream of valuable news and information. They offer substantial state government and topical coverage in areas that Oregonians care about. Relationships with OPB will help accelerate awareness of Lookout Eugene-Springfield, and this partnership offers a new model for cooperation between local and national organizations.



The 2000-student strong University of Oregon School of Journalism and Communication is collaborating on a program that will provide new mentoring and training for a pipeline of the next generation of local journalists and business and community teams to support them. The SOJC is one of the most respected journalism schools in the country, and we look forward to working with it.



Proof that our Model Works

* Lookout has already proven that trust for a new primary, go-to news product can be gained quickly. In fact, in this age of "news avoidance," readership keeps growing.

* Revenue has also grown, with advertising and reader revenue growing to support each other. Lookout has also proven the ability to quickly earn the trust of its local civic and business communities; in fact, Lookout Santa Cruz was recently named 'Small Business of The Year!'

* Lookout has quickly proven that it can take revenue away from flagging daily news outlets.

* Our "tech stack" delivers news more cheaply and efficiently to squeeze out costs, delivering news fast and cheaper and allowing us to focus additional investment in our product, journalism, marketing and sales.

Harmon building connections, establishing partnerships in Eugene-Springfield

Ashley Harmon, Lookout's Senior Director of Partnerships and Audience, built much of our civic and commercial outreach in Santa Cruz and is playing a role in applying those best lessons for Lookout Eugene-Springfield.





Informing Our Future: Lookout in the Classroom

Lookout in the Classroom is a fundamental part of our mission. We believe local democracy needs informed voters, making decisions with the help of lots of trustworthy, factual information and news. The three-year-old program has already won the endorsement of educational leaders in Santa Cruz County, and we're building a similar model in Lane County as Lookout Eugene-Springfield launches. As in Santa Cruz, the program will be funded by donations that support youth education and overall media literacy.

Media literacy for high school students provides philanthropically supported free access to Lookout and a growing set of study materials incorporating local news. Lookout Santa Cruz currently has more than 6000 student members and 15 of the 20 high schools in Santa Cruz County are currently using Lookout.

Support will be priced at \$20 per student per year and \$100 per teacher per year, and generous local contributors can help connect students to this opportunity!

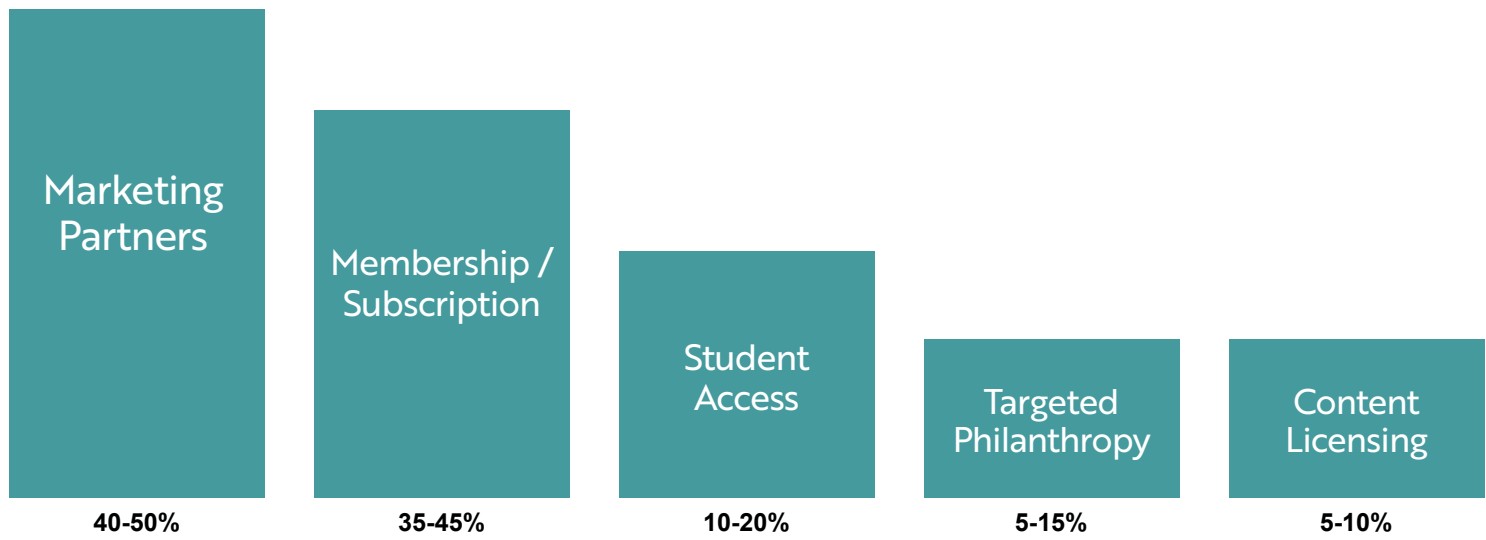
"One of our jobs is to prepare students to be productive, informed citizens in a democracy. And the news is an important part of this. Having local news is a gift. It's a gift to have Lookout in our community."

*- Kris Munro,
Santa Cruz City
Superintendent of
Schools*



LOOKOUT'S REVENUE MODEL

Lookout's model is working to provide sustainable local news and is primed for expansion.



Local support will spell success for Lookout Eugene-Springfield

Though its sustainable funding model is based on multiple revenue streams -- advertising; subscription/membership revenue; digital public notices; national foundation grants; events; and local philanthropy -- philanthropic start-up support will drive the success of Lookout Eugene-Springfield. Lookout Local, Inc., is a for-profit, public benefit company, whose incorporated mission is to fulfill the news and information needs of the communities we serve. Most support is tax deductible.

Our goal is \$4 million in committed capital from both national and local sources. A generous \$1 million matching grant gift from the Eugene-based Tykeson Family Foundation jumpstarted our efforts, driving commitments of \$710,000 in several months.

Our next funding goal is to raise \$290,000 to fully meet the Tykeson Challenge.

The Lenfest Institute, owner of the Philadelphia Inquirer, acts as Lookout's fiscal sponsor. Donors to Lookout can make tax-deductible donations to the Lenfest Institute, specifying support for Lookout, by contacting Charles Jun at Lenfest: charles@lenfestinstitute.org.

Lookout's national funders

Google News Initiative has supported Lookout's expansion, with technology, product and student engagement grants

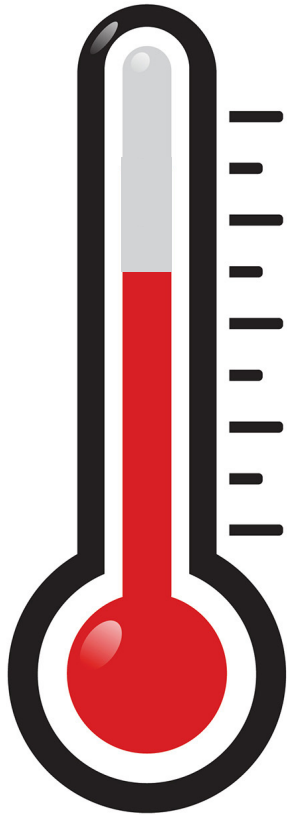
- Knight Foundation
- Lenfest Institute
- Silicon Valley Community Foundation
- Individual philanthropists, in California
- The Corporation for Public Broadcasting has indicated financial support for the public media/local digital media model, with funding request in process
- Mary W. Graham Foundation

Lookout's local funders

- Tykeson Family Foundation:
\$1M Challenge Grant
- 15 Individuals/Couples In Lane County, contributing \$500,000+
 - 3 Family Foundations in progress



Investing in Lookout Eugene-Springfield



Completing Launch Funding

Lookout Eugene-Springfield will revive trustworthy local news in the Eugene-Springfield area through a business model that is supported by readers, advertisers, and local and national philanthropic organizations. This news service will use all relevant digital tools and technologies to deliver local news better, faster, cheaper, and more sustainably.

Here's a bit more about where our efforts currently stand:

OUR GOAL = \$4 MILLION

- Amount raised so far = \$2.21 million
- National funding in pipeline = \$1,000,000
 - Local funding sought: Our next funding goal is to \$290,000 to fully meet the Tykeson challenge.

ANTICIPATED LAUNCH DATE: 1Q of 2025

Funding will be targeted for three purposes:

- 1) To launch Lookout Eugene-Springfield**
- 2) To support Lookout in the Classroom**
- 3) To underwrite a correspondent for topical coverage, enabling reporting in key areas as donors fund a full-time reporting position for a three-year period**

We welcome all support, and commitments can be made either as a one-time gift or over two or three years, as many donors have done. Support of \$5000 or more (either as a one-time or multi-year gifts) can be tax-deductible. Lookout can receive gifts to support the launch of any size directly, though these gifts are not tax-deductible.

Lookout Local, Inc. is a public benefit company. We work with the Lenfest Institute, owner of the Philadelphia Inquirer, which acts as a fiscal sponsor and is certified by the IRS. Lenfest receives funding on our behalf, then passes it to us to support building Lookout Eugene-Springfield. Lenfest provides documentation for tax purposes to donors.

Ready to learn more about supporting Lookout Eugene-Springfield? Why not go straight to the source? Email Ken Doctor at ken@lookoutlocal.com