

Centre for Public Integrity announces new strategy

WASHINGTON, DC, US: The Centre for Public Integrity, one of the United States' oldest and largest non-profit investigative news organisations, has received unanimous approval from its board of directors to embark on a new strategy aimed at generating more accountability reporting, new audiences, and earned revenues in the digital marketplace.



"As the news industry contracts, readers have stated clearly that they still want serious, non-partisan public-interest journalism," said executive director William E. Buzenberg. "And the non-profit funding world wants to see new business strategies that take philanthropic capital and grow it through earned revenue. Our plan is to deliver both. We expect this new direction will ensure that, one day, every dollar donated by one of our generous supporters can produce US\$2 worth of journalism."

The new strategy will include revamping the centre's website to become a daily destination for investigative reporting, growing its newsroom to generate more in-depth journalism, and expanding its reach through a new digital delivery system that will connect with readers, viewers, and listeners in whatever format they choose.

"The only thing constant is change," said Charles Lewis, the centre's founder and current board member, "and the need for change is now. I anticipate in the next two years the centre's new strategy will make it the largest news organisation of its kind globally."

The strategic initiative was made possible in part by two grants from the John S. and James L. Knight Foundation totalling US\$1.95 million (about R14 million). It also follows the announcement last week that the centre is acquiring the reporters and managers from the non-profit, non-partisan Huffington Post Investigative Fund. When that integration is complete in January, 2011, the centre will have one of the country's largest investigative newsrooms with more than 50 employees.

The centre's board of directors, led by Chair Marianne Szegedy-Maszak unanimously approved the new strategy on 22 October 2010, one day after the organisation celebrated its 20th anniversary at the Newseum in Washington, D.C.

"The centre's leadership laid out a very thorough and thoughtful plan, one that makes logical business and journalistic sense," said Szegedy-Maszak. "This is a great management team and I'm confident in the outcome."

More details of the new strategy will be announced over the next 60 days.

The Centre for Public Integrity

The centre is a non-profit, non-partisan, and independent digital news organisation specialising in original investigative journalism on significant public policy issues. Since 1990, the Washington, D.C.-based centre has released more than 475 investigative reports and 17 books to provide greater transparency and accountability of government and other institutions. It has received the George Polk Award and more than 32 other major journalism awards, including honours from Investigative Reporters and Editors, Online News Association, Overseas Press Club, Society of Environmental Journalists, and Society of Professional Journalists.

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