

Why Local News Matters



The Story of Bay City News

Setting the Scene

Our place in democracy.

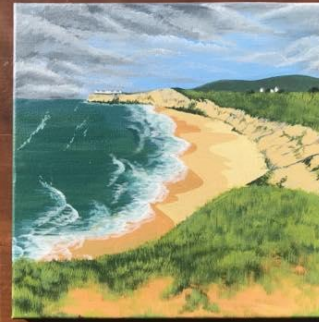
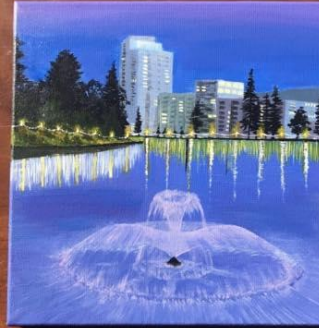
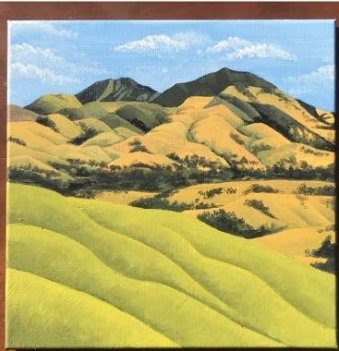
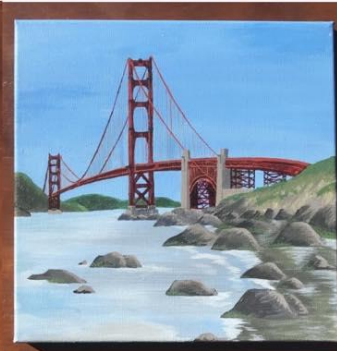
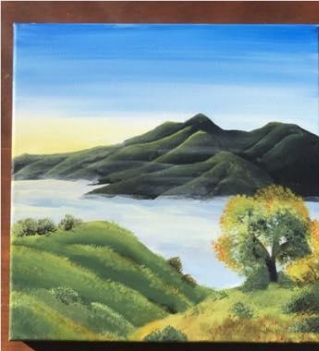
“Whether in towns that recently lost a newspaper, or places that were never well-served by local media, researchers have chronicled a toll to democracy itself. Communities with less local news experienced increased polarization, more government corruption, fewer people running for office, fewer attending public meetings on community issues, a declining sense of belonging, and a decline in rates of voting.”

– The Roadmap for Local News, a report published by leaders from across the country who are concerned about the decline in local news.

What We Are Missing

Underneath the beautiful, iconic Bay Area scenes are news deserts. Even with multiple outlets in this vibrant area - such as the East Bay Times, Livermore Independent, Pleasanton Weekly, Patch, SF Chronicle and Local News Matters - we are missing important news.

What do **you** read?



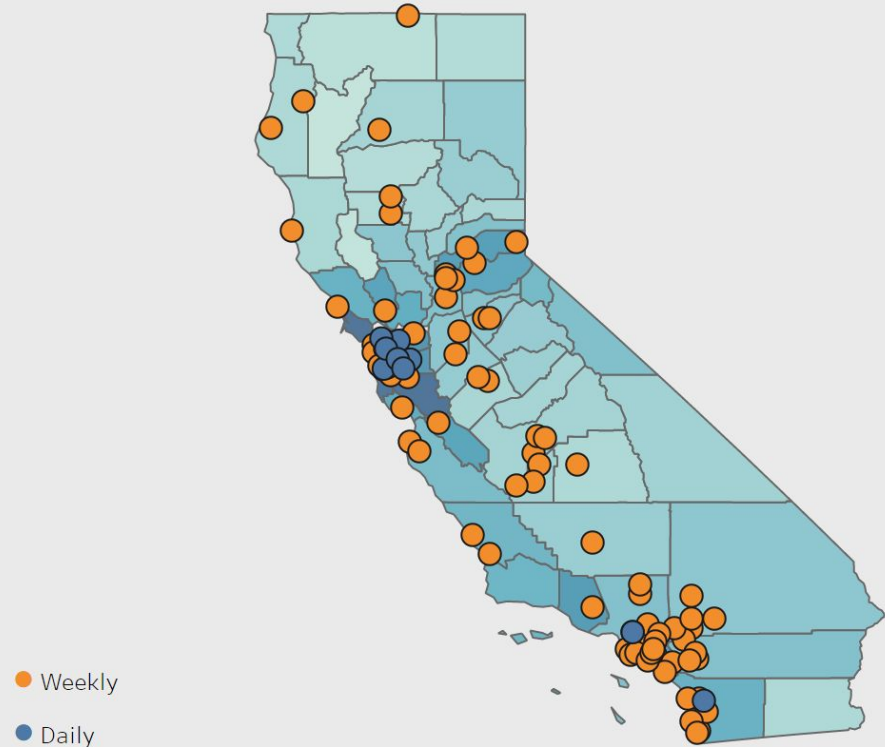
Mapping the Loss

No community has escaped this trend.

Marginalized communities that don't have good Internet, or who speak languages other than English or are in pockets of poverty are most impacted.

Where Have Newspapers Disappeared?

Hover over or select each point on the map to see which newspapers have closed or merged in California since 2004.



Threats to Journalism and Democracy

- Trump Administration's influence on a polarized populace
- Federal cuts with huge implications for research and social programs
- Increased pressure on nonprofits and public media like PBS
- Ongoing protests and unrest, etc.



The Bay Area Scene

Losses -- and opportunities
abound.

- Legacy newspapers like the Oakland Tribune have either **closed** or been **consolidated**, dramatically reducing their ability to serve communities.
- The Mercury News, which once had more than 400 journalists on staff, today has only about 40 with **cuts**.
- **Layoffs** and budget cuts at small and large organizations, from CNET to KGO Radio to the SF Examiner, have **reduced** the options for consumers.
- The **lack** of news coverage means **less** engagement in civic life. Some communities like Mill Valley have had to appoint local representatives because nobody stepped up to run for office.

Why Local News Should Matter to You

And what are some solutions?



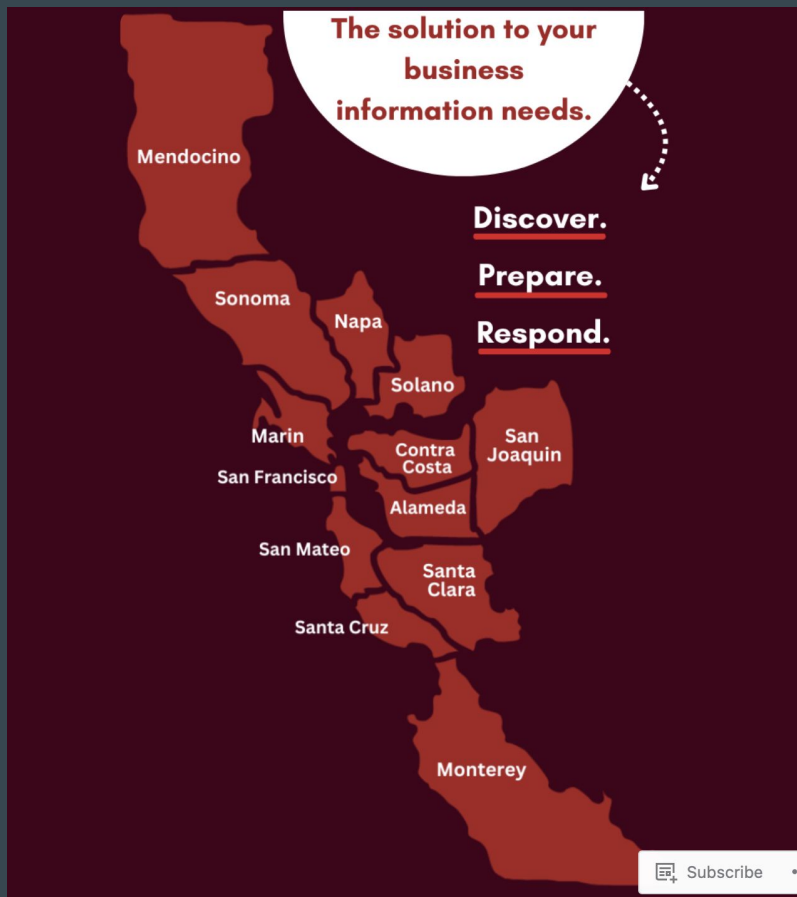
Why It Matters To Me... And What I Did

I live here. I raised my family here. I vote here.
And I am truly concerned about democracy and
the threats facing journalism.

Bay City News -- where I started as an intern
when I was in college -- is how I am making a
difference by buying, sustaining and growing a
local news operation.. I also serve as president of
the board of First Amendment Coalition, which
protects our rights to public documents and
spaces, plus our right to publish and speak freely.

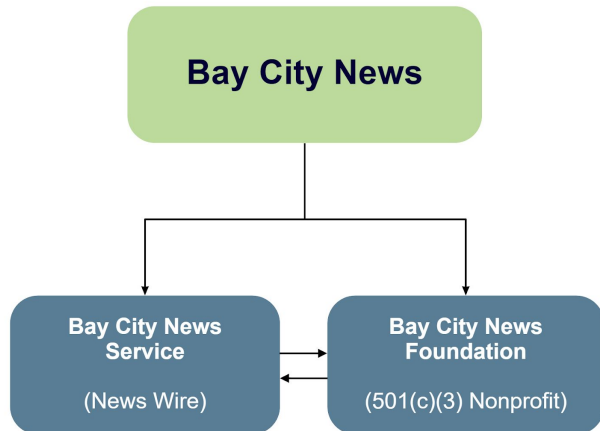


A new vision for local news in the Bay Area



Bay City News is a hybrid organization with a commercial news service for businesses and a nonprofit public service arm.

As the backbone for the news ecosystem in the region, our goal is to grow both sides of the enterprise to better serve the region of 9 million people with more impactful news.



Bay City News Service



The independent, locally owned regional news service, started in 1979, has tremendous distribution power with dozens of subscribers, including major TV and radio stations, newspapers and websites that serve the region's 9 million residents, plus PR firms and government agencies.

Paying clients find value in our verified Datebook calendar, 24/7 coverage, breaking news reports, photos and regional scope.

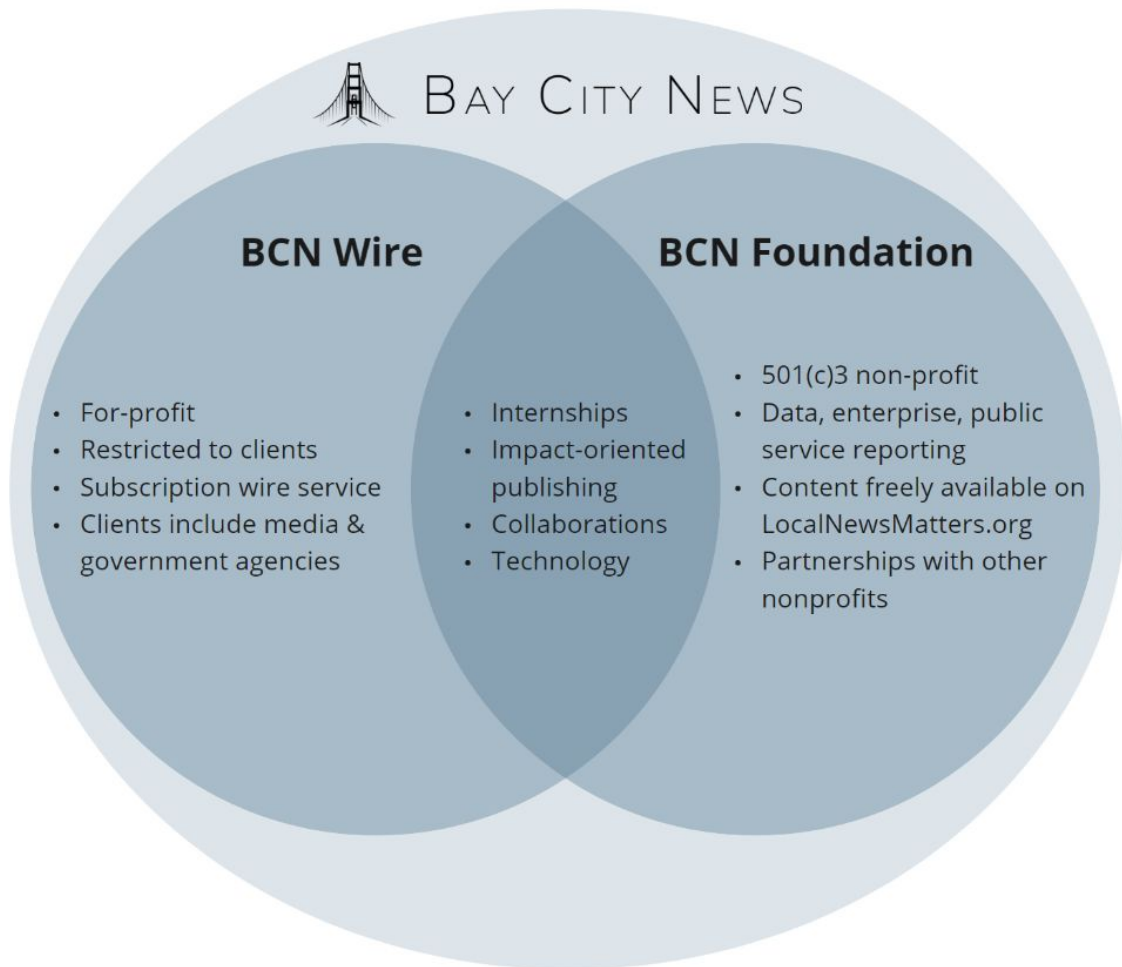
Bay City News Foundation



Our nonprofit provides trustworthy, verified information to underserved communities and the entire San Francisco Bay Area through data-driven, public-service reporting without charge.

We are focused on local civic news, regional arts and culture, equity issues, inspiring profiles, in-depth packages and environment coverage in the 13-county area. We stretch from Mendocino to Marin to Monterey with a strong base in the East Bay and major cities.

A Hybrid Model



Mission



Our hybrid organization supports and serves the media ecosystem by covering the people, places and topics that deserve more attention.



BAY CITY NEWS

Reporting

We fill geographical and topical gaps left by legacy media with on-the-ground reporters and editors.

Partnerships

We partner with local, regional and national media organizations and community groups to amplify our work.

Mission

We are the backbone of the regional news ecosystem, serving a network of media companies, government and private sector influencers, and residents with timely and trustworthy information.

Technology

We expand our ability to gather, visualize and distribute news using data, AI and other tools.

Mentorship

We mentor the next generation of journalists with paid internships and training.

Filling the Gaps

Adding coverage of arts, culture and books.

Events, columns, newsletters and partnerships pave the way.

We rely on grants, donations and sponsors to do the work.



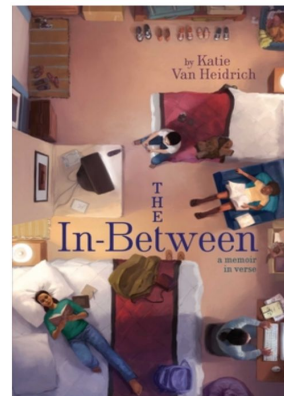
Bay City Books: New Books from Bay Area Authors — February 2023

by Meg Waite Clayton, Bay City News Foundation February 24, 2023

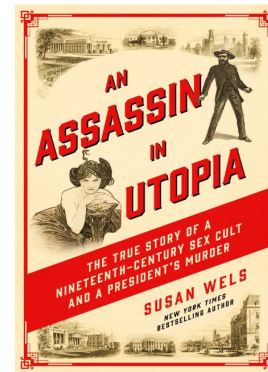
New books from San Francisco Bay Area authors, listed by release date.

Search ...

New in Hardcover



THE IN-BETWEEN



AN ASSASSIN IN UTOPIA

Local News Matters brings community coverage to the SF Bay Area so that the people, places and topics that deserve more attention get it. Our nonprofit newsroom is supported by the generosity of readers like you via tax-deductible donations to **Bay City News Foundation**.

SUPPORT LOCAL JOURNALISM

This website is supported by

BCN
BAY CITY NEWS
FOUNDATION

BAY AREA RESOURCES

Public Health & COVID-19 Information Hub

Aging in the Bay Area

Bay Area Civic Engagement Hub

Covering the Region

We ask readers about what they want. We publish on multiple platforms from websites to newsletters to TikTok and Facebook.

Urban and rural audiences are different. So are viewers, listeners and readers so it takes constant testing and iteration.



Presenting Information in New Ways

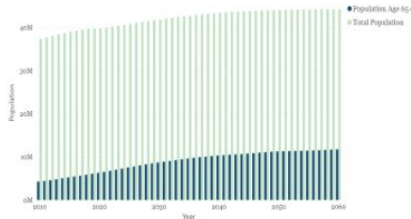
Information Hubs with data,
stories, resources.

And yes, AI is a new tool
providing new opportunities, from
cartooning to election reporting to
podcasting.

AGING IN THE BAY AREA

CALIFORNIA'S SENIOR POPULATION IS GROWING

In the next 30 years, California's population over the age of 65 is projected to grow by more than two-thirds: an increase of over 4.5 million seniors by the year 2052.



LOCAL NEWS MATTERS

Source: California Department of Finance, Demographic Research Unit, Report P-1: Population Projections, California, 2010-2050.

CIVIC ENGAGEMENT

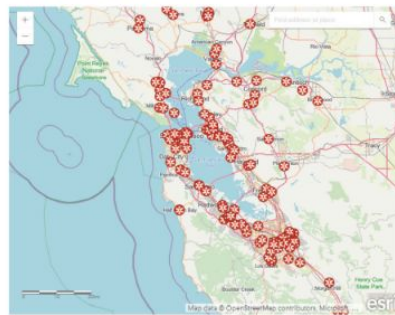


BAY AREA LIBRARIES



COVID-19 PANDEMIC

COVID-19 Testing Sites



TOPICS:

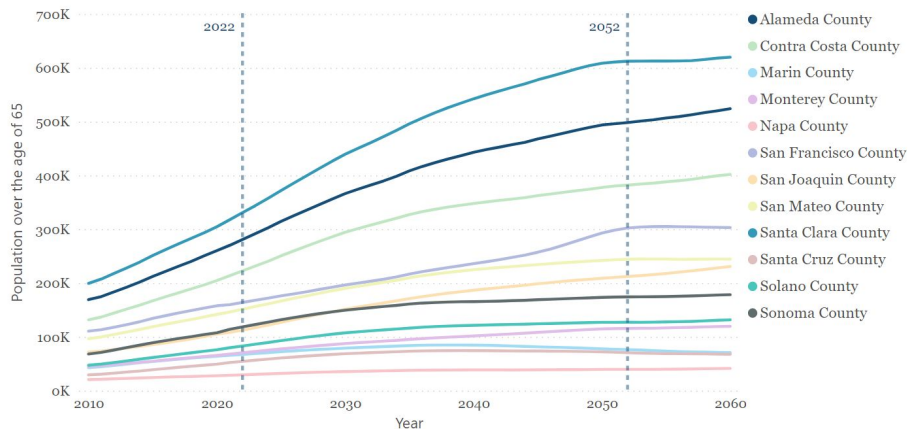
Aging Fast in the Bay Area

Our population is changing and we are not ready. In Alameda County, our senior population will grow from 315k to 500k in the next 30 years.

We need data, resources, investment and information. Our response has been to create new coverage and a new newsletter.

THE SENIOR POPULATION IN THE BAY AREA IS GROWING

In the next 30 years, California's population of seniors is projected to increase substantially. An even bigger increase is expected in the Bay Area.



LOCAL NEWS  MATTERS

Source: California Department of Finance. Demographic Research Unit. Report P-3: Population Projections, California, 2010-2060.

Microsoft Power BI

Making an Impact

We track our audience growth,
our clicks and change.

We meet every week to look at
what stories resonate, what our
sources and readers say, and
literally map our coverage.



Supporting the Next Generation

Making internships a core part of our work. We have trained more than 50 college-age journalists so far and also support high school programs.



Beating the Drum

This is a crisis for our democracy. World, national and state politics can be overwhelming but local is where the impact is most immediate and visible.

“The loss of local journalism has been accompanied by the malignant spread of misinformation and disinformation, political polarization, eroding trust in media, and a yawning digital and economic divide among citizens.”

-- Report on “The State of Local News” by Penny Abernathy

So What Can You Do to Help?

Read us at LocalNewsMatters.org.
Sign up for our newsletters.
Support our internship programs.
Donate to bolster the work.
Subscribe to your local outlet.

SOLUTIONS
JOURNALISM
NETWORK

JSK

KNIGHT
FOUNDATION

Institute for
Nonprofit News

CATCHLIGHT

starlinglab

Google News Initiative

Microsoft

REPORT FOR AMERICA

THE
LENFEST
INSTITUTE

PolicyLink

SFF San Francisco
Foundation

NewsMatch

POYNTER
— KOCH

MEDIA AND
JOURNALISM
FELLOWSHIP

DOW JONES
NEWS FUND

EMMA BOWEN
FOUNDATION

WIKIMEDIA
FOUNDATION

RENAISSANCE
JOURNALISM

THE
GERONTOLOGICAL
SOCIETY OF AMERICA

ETHNIC MEDIA SERVICES
Promoting cross cultural communications

SILICON VALLEY
community foundation

Berkeley Journalism
UC BERKELEY GRADUATE SCHOOL OF JOURNALISM

USC Annenberg
Center for Health Journalism

Columbia
Journalism
School

THE CITY UNIVERSITY OF NEW YORK
CRAIG NEWMARK GRADUATE
SCHOOL OF JOURNALISM

Lion
PUBLISHERS

Hogan-Newton Fund of the Miami Foundation

Speaking Up and Getting Engaged Matters



LOCAL NEWS

‘No Kings’ protests return to Bay Area Saturday, targeting Trump and supporting Prop. 50

by Alise Maripuu, Bay City News October 17, 2025



Protesters come together at a No Kings protest in Broadway Plaza at 1200 Main St. in Walnut Creek, Calif. on Saturday, June 14, 2025. (Autumn DeGrazia/Bay City News)



Because Local News Matters



kat@baycitynews.com

(510) 872-2007