

Join us in elevating
Indigenous voices!



PHOENIX
100



North America's largest
Indigenous news organization,
headquartered in Phoenix, AZ



WHO WE ARE

Our mission is to become the leading Indigenous

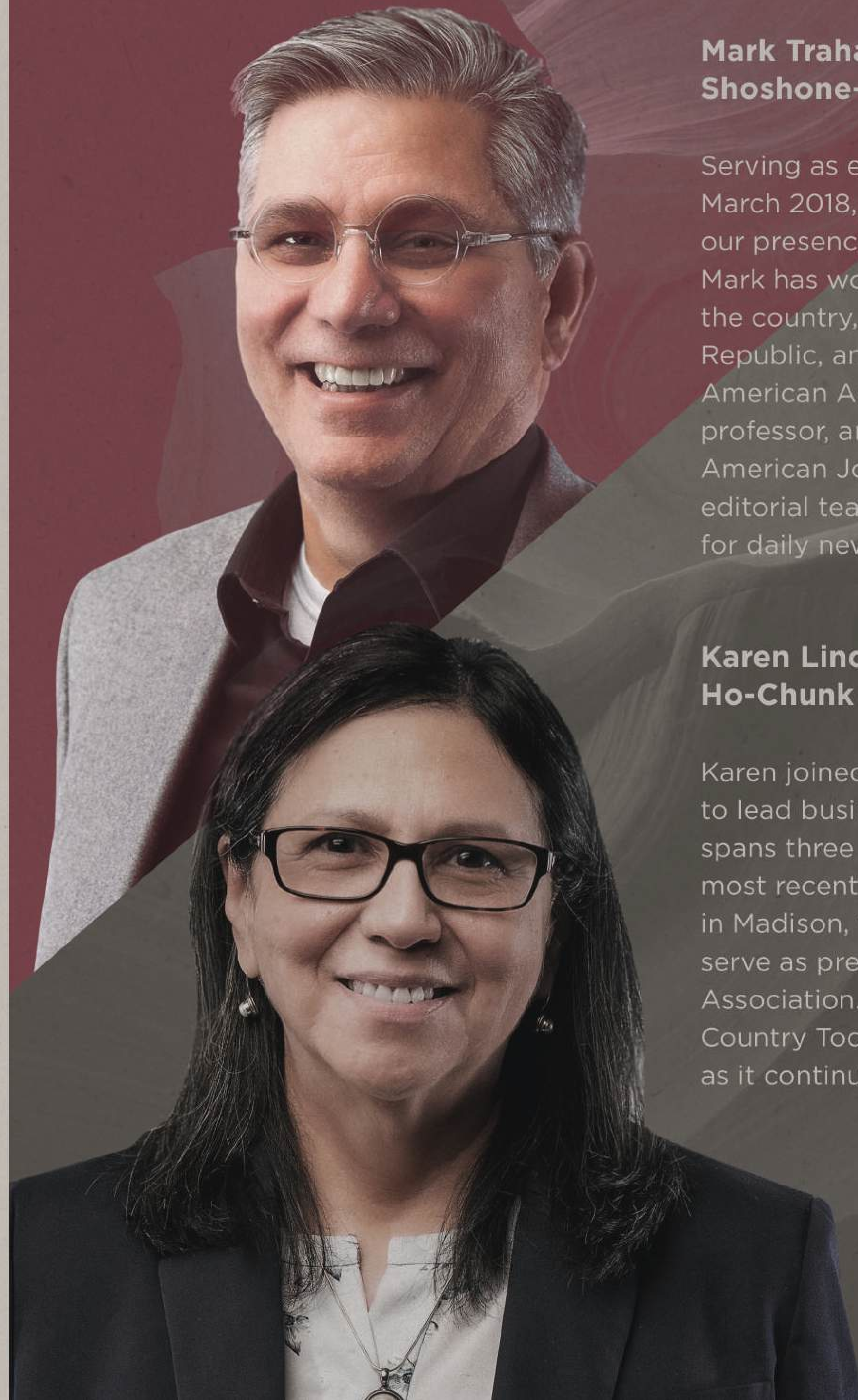
Our vision is to transform the future of nonprofit newsrooms with expansive news coverage and Indigenous journalism, and position ourselves as the leader in reliable, compelling Indigenous-centered news. Our mission is to share more stories from Indigenous communities, told by Indigenous voices.

Our organization is experiencing a period of unprecedented growth and evolution. With your help we can continue broadening our presence through digital, print and broadcast news to share quality, trustworthy and informed journalism across the Indigenous world.

We are asking for your help to fulfill a lasting legacy: To transform the narrative of how Indigenous people and communities are reported on in the media, and to mentor and coach the next generation of Indigenous journalists who will lead the future of Indigenous and mainstream news ecosystems.

“We hope you will consider an investment in serving our communities with Indigenous journalism. Your support will empower Native peoples to tell our own stories, while celebrating the richness of our culture and traditions. You can make an impact by becoming a Phoenix 100 donor.”

- MARK TRAHANT, EDITOR
KAREN LINCOLN MICHEL, PRESIDENT



Mark Trahant, Editor Shoshone-Bannock

Serving as editor of Indian Country Today since March 2018, Mark has been instrumental in rebuilding our presence as a digital-first news organization. Mark has worked with news organizations throughout the country, such as the Seattle Times, Arizona Republic, and PBS. He's an elected member of the American Academy of Arts and Sciences, a college professor, and a past president of the Native American Journalists Association. Mark leads the editorial teams (digital and broadcast) responsible for daily news, reporting, and coverage.

Karen Lincoln Michel, President Ho-Chunk

Karen joined Indian Country Today in January 2020 to lead business operations. Her career in journalism spans three decades working as reporter, editor, and most recently, publisher of Madison Magazine based in Madison, Wisconsin. Karen was the first woman to serve as president of Native American Journalists Association. She looks forward to leading Indian Country Today into future growth and sustainability as it continues to expand its reach.

WHY YOUR SUPPORT MATTERS

REPRESENTATION MATTERS.
THE MODERN NATIVE AMERICAN IS
MISSING FROM TODAY'S MEDIA AND NEWS.

Indigenous journalists make up less than 1% of professional reporters in the U.S.

ICT is growing that number by offering internships to aspiring media professionals, mentoring young reporters, and providing growth opportunities to seasoned newsroom leaders.

A 2022 report by the Pew Research Center identified 134 reporters who cover tribal governments for 44 media outlets, representing 29 different tribal groups.

Of the 37 reporters cited who work for digital media outlets, 32 report for ICT.

How We're Changing the Landscape

We've hired more Indigenous journalists than any other newsroom in America. Of ICT's more than 30 employees, 70% are Native. 100% of ICT's Board of Directors are Native.

American Indians and Alaska Natives make up approximately 3% of the U.S. population, at 9.7 million people. Our stories provide historical and regional context to major issues facing Native America, including health care, education, treaty rights, climate change, land rights, and language revitalization.



PAVING THE WAY FOR EMERGING LEADERS IN INDIGENOUS MEDIA AND JOURNALISM

Our mission is to provide Indigenous talent with a viable career path to become leaders in journalism. Our team already boasts some of the best and brightest that Indian Country has to offer. And we're just getting started. We have big goals and with your help, we can get there.

MEET JOURDAN.

Jourdan Bennett-Begaye is a Diné citizen and serves as our Deputy Managing Editor. Originally, Jourdan almost pursued a career in public health after an internship with the Center for Disease Control. She decided to get her Masters in journalism after connecting with the Native American Journalists Association, which she was recently elected to serve as a board member. At Indian Country Today, Jourdan spearheaded the development of ICT's COVID-19 Tracker which tracks coronavirus cases in Indian Country by tribe. This work has been nationally recognized by institutions such as UCLA and ASU, and led to a partnership with Johns Hopkins University where a team of 30 student volunteers actively maintain the data feeds.



BECOME A PHOENIX 100 DONOR

Help us amplify the stories impacting Indian Country.

Phoenix 100 members are part of a distinct group of generous benefactors who believe in ICT's mission and sustainability. A minimum donation of \$5,000 per individual, business, or organization qualifies for Phoenix 100 membership, though we are thrilled to welcome gifts above this level as well.

The Phoenix 100 initiative was launched in 2020 to represent the transition from ICT's first iteration as a weekly newspaper to a new multi-platform digital and broadcast news source. As Indian Country Today was sunset as a print-only era in 2017, ICT rose like a Phoenix to welcome an exciting new chapter of evolution as a preeminent source of Indigenous news.

Today, ICT operates under the proud ownership of IndiJ Public Media, a national nonprofit news organization. As we look to a bright, robust future of growth and development, we are excited to continue working toward our goal of 100 Native-focused donors and organizational partners to seed the growth of our reach and impact.

WHAT YOU'LL GET

NATIONAL RECOGNITION

- Company recognition shared through our social media outlets, reaching more than 600,000 followers.
- Company logo shared on our digital weekly newsletter reaching 50,000+ subscribers.
- Your name/business prominently featured as a sponsoring partner on our website, which at its peak in recent years saw over 10 million visits annually.

WE OFFER TWO WAYS TO GIVE

- **Online** at <https://ictnews.fundjournalism.org/donate-phoenix100/>
Secure payment processing with electronic receipts
- **Contact** Nick Roberts, ICT development director, to learn more about our mission and how you can become a Phoenix 100 member.

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