

## The 19th: News That Represents

The 19th is an independent nonprofit newsroom reporting at the intersection of gender, politics and policy. Our mission is to empower those we serve – women, women of color and LGBTQ+ people – with the information, resources and community they need to be equal participants in our democracy.

The 19th launched in 2020, nearly a century after our namesake 19th Amendment granted some women the right to vote. It took another four decades for women of color to secure this fundamental right. The 19th Amendment remains unfinished business, a fact we highlight in our logo with an asterisk – a visible reminder of those who have been omitted from our democracy.

### The News is Gendered

Today, women and LGBTQ+ people make up more than half of the American electorate. Yet they remain marginalized in government and in the nation’s executive ranks. They are also far underrepresented in journalism and in newsroom leadership, which influences what stories are told and how we write our national narrative. The news is unequivocally gendered, and the voices of women, women of color and LGBTQ+ people must be elevated to support a healthy and engaged democracy. The 19th intends to level the playing field with:

- Free-to-consume and free-to-republish journalism
- Evidence-based reporting that centers the experiences of women, women of color and LGBTQ+ people
- A digital platform with virtual and live events for community building

### The 19th’s Solution

The 19th aims to take our startup to scale – to revolutionize media so that it informs and empowers. We will do that by:

**Dramatically expanding our storytelling with more “ground-up” journalism that puts readers in the driver’s seat of our coverage, and centers community engagement and voices.** We’ll launch **The Asterisk**, a new virtual destination for our audience to get engaged in our journalism.

**Investing in partnerships, platforms and distribution technology** that expand the reach of our journalism while serving and engaging diverse audiences. This includes launching **The 19th News Network**, an innovative platform for the free, nationwide syndication of journalism centering those at the margins of our democracy.

**Changing the ratio in news with a groundbreaking fellowships program** that furthers equity in the field of journalism and creates new opportunities for women, women of color, women living with disabilities and LGBTQ+ people. Our fellowship program will help ensure a robust and diverse pipeline of next-generation journalists.



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## The 19th is uniquely positioned to transform the media landscape

### A representative national newsroom

To ensure our journalists reflect the people they are covering.

### Independent and intersectional storytelling

To tackle and dismantle deeply entrenched narratives around politics and policy — and mainstream the voices of women and LGBTQ+ people.

### A model that puts public interest above profit

To ensure our audience never has to pay for access to credible, reliable information that is essential to a healthy democracy.

### An engaged audience that backs our mission

3.5M

VISITED OUR SITE  
SINCE LAUNCH

38K+

SIGNED UP FOR  
OUR NEWSLETTER

\$700K+

SMALL DOLLAR  
GIFTS RAISED

38%

NEWSLETTER  
OPEN RATE

225K

HAVE VIEWED  
OUR EVENTS

10K+

MEMBERS OF  
THE 19TH



### The 19th's ambitious solution requires a bold investment.

**\$1 million** supports our world-class fellowship program for 3 years, to build the next generation of diverse, gender-equitable newsrooms.

**\$5 million** would lead to a groundbreaking expansion of journalism that centers underrepresented communities through innovative partnerships, platforms and distribution technology.

An investment of **\$10 million** allows us to scale on an accelerated timetable and bring our public service, representative journalism to a far wider audience. Nearly three-quarters of this investment would fund game-changing journalists, creators, artists and developers.

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