



NEW MEXICO LOCAL NEWS FUND

2024 MATCHING CAMPAIGN REPORT

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Local news is in crisis around the country—and in New Mexico in particular. New Mexico has four counties with no newspapers and 22 counties with only one newspaper, according to “news deserts” research by the University of North Carolina. When communities lack trusted news sources, civic engagement suffers. This is a direct threat to democracy. But people like you can turn the tide. By subscribing, donating, or becoming a member of your favorite local newsroom, you help ensure that essential issues—like education, health, transportation, and economic opportunity—get the coverage they deserve.

About the Campaign

- From December 1 to December 31, 2024, we ran the 4th Annual New Mexico Local News Matching Campaign, where each participating newsroom could earn up to \$7,500 in matched donations. That means every dollar contributed by readers during the campaign was doubled, helping sustain vital reporting across the state.
- The campaign is organized by the New Mexico Local News Fund and made possible through the generosity of local and national funders committed to supporting a thriving, independent local press.



Campaign Impact (2025)

- Total matching funds disbursed: \$125,038
- Average match per newsroom: \$6,581
- Number of participating newsrooms: 19
- Newsrooms that received the full \$7,500 match: 15

This year, the Matching Campaign helped participating outlets amplify their reach, boost community donations, and fund impactful projects.

Participating Newsrooms

1. Questa del Rio News -
2. New Mexico In Depth
3. UpLift Chronicles
4. KSFR
5. Cloudcroft Reader
6. Green Fire Times
7. Searchlight New Mexico
8. Gila Mimbres Community Radio
9. Santa Fe New Mexican
10. Southwest Contemporary
11. Hobbs News-Sun
12. Boomtown News
13. Mountain Air Dispatch
14. NM Jewish Journal
15. Chandler Broadcasting
16. Abiquiu News
17. Santa Fe Reporter (SFR)
18. KENW Public Media
19. Citizen Media Group

These organizations serve a broad cross-section of New Mexicans, covering everything from rural life and cultural arts to investigative reporting and public radio.

Why It Matters

Supporting local news is a direct investment in our democracy. When people have access to trustworthy, local reporting, they are better informed and more engaged in their communities. Local journalists are often the first to report on school board decisions, environmental issues, public safety concerns, and government accountability. They provide not just information, but context, culture, and connection to the place we call home.

Without strong local journalism, misinformation spreads more easily, and communities can become disengaged. But with sustained support, these newsrooms can hire more reporters, expand their coverage, and tell more stories that matter.

Support your local newsroom today by subscribing, donating, or becoming a member. Every contribution helps ensure that our communities remain informed, empowered, and connected. Together, we can build a stronger, more resilient New Mexico.

