The Colorado Health Foundation™

Getting in the News in a Changing Media Landscape

A free and vibrant press has always been one of democracy's most important safeguards. Its purpose? To seek truth, hold power accountable and help communities understand the forces shaping their lives, including their health.

But that purpose is under pressure.

Over the past two decades, mass media has become increasingly consolidated. A small number of corporations now control the majority of television, radio and print outlets and their priorities often center on ratings, revenue and reach, not community wellbeing. Editorial decisions are too often shaped by political influence, advertising interests or national narratives that overlook what's happening on the ground.

For changemakers like you, this shift has real consequences. Your work is often underreported, misrepresented or ignored altogether. You may struggle to get the coverage your efforts deserve or to correct mis or disinformation once it spreads.

Still, a new kind of journalism is rising to meet this moment. Journalism that is community-centered, equity-driven and committed to telling the stories that matter most.

Here in Colorado, outlets like Colorado Community Media, High Country News, Rocky Mountain PBS and Colorado Public Radio are reaching both rural and urban audiences with reporting grounded in community voice and public interest.

Outlets like Denver Urban Spectrum, El Comercio de Colorado, La?Voz Bilingüe, Asian Avenue Magazine and KSUT Tribal Radio are also playing a vital role—providing culturally resonant news and storytelling often overlooked by mainstream outlets and serving as trusted sources of information in Black, Latino, Asian American and Indigenous communities across the state.

But this work isn't limited to established outlets. People are launching their own platforms—community newsletters, podcasts, radio shows and digital news hubs—to tell the stories that matter most in their neighborhoods. You don't have to be a trained journalist to contribute to this landscape. You just have to care about truth, connection and making sure your community is seen.

Whether you're part of a nonprofit, grassroots group or advocacy campaign, there are real opportunities to start something or partner with others who already have.

Five Ways to Get in the News Today

Here are five concrete steps changemakers can take to build influence through local media:

1. **Build relationships, not just press lists** - Reach out before you need coverage. Tell your story. Offer your expertise. A trusted source is always more powerful than a single pitch.
2. **Lead with story, not statistics** - Facts matter, but what truly captures attention is lived experience. Highlight actual people and their transformational journeys.
3. **Think local, think layered** - Community and regional outlets are often more eager to explore depth, nuance and emerging narratives.

4. **Respect the reporter's role** - Be clear, responsive and forthright. Credibility is earned, and journalists value sources who value their work.
5. **Support independent journalism** - Fund, promote and partner with media outlets working at the intersection of equity and community voice. Journalism is a public good, and it needs nurturing.

A Final Thought

In an age of disinformation and distrust media still matter and who gets to tell the story matters more than ever.

Your work deserves to be seen and understood. Your communities deserve to be heard. Together, we can build a media ecosystem that reflects Colorado's full diversity and potential.

Don't settle for simply getting into the news. Help shape the kind of news our communities deserve.

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