



2021

ANNUAL REPORT

Letter from the CEO & Publisher

The need for nonpartisan, fact-based news was greater than ever in the last two years. From the coronavirus pandemic and recovery efforts, to the election and insurrection, to the rollout of vaccines and vaccine mandates, Michiganders relied on Bridge Michigan's public service journalism to make sense of it all.



John Bebow

As we began to celebrate Bridge Michigan's ten-year anniversary, we reflected on what has changed over the years, but more importantly, what has remained the same. Over the last decade, Bridge Michigan has remained steadfast in our commitment to nonpartisan, fact-based journalism that serves the entire state of Michigan.

As legacy newspapers have shrunk or disappeared across Michigan, Bridge Michigan has grown to fill these coverage gaps by providing thoughtful, extensive, fact-driven coverage of the issues that matter most to Michiganders.

2021 was a year of expansion for Bridge Michigan. Bridge Michigan added three new positions and moved our headquarters from our original Ann Arbor location to a new office in downtown Ypsilanti that can accommodate our growing team.

Bridge Michigan is now well-established as one of the nation's leading and largest nonprofit civic news providers. The reasons behind our growth are tragic, but the COVID pandemic has exponentially and, we believe, permanently established Bridge Michigan as Michigan's primary statewide source for in-depth news and civic information.

From the beginning, Bridge Michigan has made it our mission to produce public-service journalism that you can trust—journalism that informs and strengthens our community, that makes our state a better place to live. This is essential work and it would not be possible without the support of readers. Your support of Bridge Michigan over the past decade allowed us to come this far. Thank you, thank you, thank you.

A handwritten signature in black ink that reads "JOHN BEBOW". The signature is stylized with a large, sweeping "J" and a cursive "B".

John Bebow
CEO & President, The Center for Michigan
Publisher, *Bridge Michigan*



About Us:

Bridge Michigan & The Center for Michigan

A publication of the Center for Michigan, Bridge Michigan is Michigan's largest nonprofit news service and one of the largest nonprofit news organizations in the nation.

At Bridge Michigan, we believe transparency and accountability are paramount. They are the foundation of our work. Bridge Michigan provides passionate and rooted Michigan readers with honest, fact-driven journalism and engagement opportunities on the state's diverse people, politics, and economy.

Our coverage is nonpartisan, fact-based, and data-driven. As a 501(c)(3) nonprofit organization, Bridge Michigan does not endorse political candidates or policies, and we are unafraid and unapologetic in telling the stories about communities, issues, and solutions that might otherwise go untold.

We are community-centered and locally accountable. Bridge Michigan's nonprofit news model is accountable to Michigan-based readers, not Wall Street. All of Bridge Michigan's financial resources are invested back into our work, not siphoned off by profit-taking hedge funds and shareholders.

We provide a public service first and foremost. This means we don't have a paywall on our site, charge a subscription fee, or clutter our articles with ads that have nothing to do with our community.

Our job is to know Michigan. Bridge Michigan's reporting covers all corners of the Great Lakes state, from the Copper Country to Downriver, with major emphasis on how the politics and policies coming from the state capitol directly impact statewide residents' lives.

We're growing. As other Michigan news outlets have dramatically cut staff, outsourced coverage, and even shuttered, Bridge Michigan's staff has grown exponentially in our 10-year history. Because of generous philanthropic and reader support, our staff now includes more than two dozen full-time professionals dedicated to bringing you important and thoughtful news and information daily. Our audience includes more than 100,000 email subscribers and 500,000+ monthly unique visitors.

Founded in 2006, the Center for Michigan is a 501(c)(3) nonprofit, nonpartisan public service organization.

The Center for Michigan seeks to improve citizen engagement and public education through in-depth journalism and engagement.

In addition to publishing Bridge Michigan, the Center for Michigan hosts the editorially independent BridgeDetroit, a nonprofit community news, information, and engagement media service in America's largest majority African American city.

Our reporting in 2021

POLITICS

After tirelessly covering the 2020 election, Bridge Michigan's Capitol Watchdog team did not slow down in 2021. Bridge's capitol reporting included continuous post-election truth guarding, deep dives into proposed changes to Michigan's voting laws, investigations into extremism in Michigan, looks at how the state is planning to spend federal stimulus funds, reports on the 2022 gubernatorial and attorney general races, and state-leading coverage of Michigan's redistricting process. As a part of watchdogging the state's redistricting process, Bridge Michigan sued the Michigan Independent Citizens Redistricting Commission to make public their meeting minutes from closed-door sessions. This effort resulted in the Michigan Supreme Court ordering the state's redistricting panel to release the recording of the October 27 private meeting.

HEALTH

Bridge Michigan's Health Watch coverage only sped up as the pandemic has dragged on. In 2021, Bridge Michigan's health reporting helped the public navigate all aspects of the vaccine rollout, from providing information on how to find a vaccine appointment, to closely reporting on booster shots and pediatric vaccines. Bridge Michigan has continued to update its award-winning COVID-19 data dashboard nearly every day, giving up-to-date information, including Michigan COVID and vaccination rates, school outbreaks, hospitalizations and deaths. Bridge Michigan also published a similar investigation of racial disparities in COVID vaccinations, thereby pressuring state officials to track and release vaccinations by race.

Published in partnership with Side Effects Public Media, Bridge Michigan's multimedia series on the youth mental health crisis won an honorable mention for the Institute for Nonprofit News' Insight Award for Explanatory Journalism, nationally recognizing Bridge Michigan as a leader on this issue.



EDUCATION

As COVID-19 continues to present challenges to schools and educators across the state, Bridge Michigan's in-depth education coverage has remained one of the most-read beats. Highlights of Bridge Michigan's 2021 education reporting include how staff shortages are impacting K12 schools' ability to fully reopen, a report into how fewer low-income students are enrolling in Michigan colleges than before the pandemic, how mask mandates and questions about critical race theory made school board meetings the newest political battleground, and how Michigan's free college tuition program impacted college enrollment. In 2021, Bridge Michigan launched a partnership with Chalkbeat to increase in-depth reporting on state education policy, hiring award-winning journalist Tracie Mauriello to report for the two newsrooms.

ENVIRONMENT

Bridge Michigan's Environment Watch coverage published more than 120 stories in 2021 and earned over 600,000 readers. 2021 highlights include coverage of the Benton Harbor water crisis, how climate change is increasing inclement weather events, a dive into whether federal dollars will help ease flooding in Detroit, numerous reports on environmental justice issues in communities across the state, and a look at the push to make Michigan's outdoors more inviting to people of color.



In 2021, with funding from the Mott Foundation, Bridge Michigan Environment Watch partnered with Michigan Radio, Circle of Blue, and Great Lakes Now at DPTV to form the Great Lakes News Collaborative. In partnership with the Collaborative, Environment

Watch's water coverage included rising Great Lakes water levels and what that means for coastal communities and industries, Line 5, the impacts of PFAS and other pollutants on drinking water and Great Lakes health, and watchdogging of environmental and health legislation affecting the Great Lakes.

BUSINESS

With the ongoing economic disruption caused by COVID, Bridge Michigan's Business Watch has played an important role in covering the intersection of business and policy, informing Michigan employers and workers on the long road back from coronavirus. In 2021, Bridge's business reporting included data-driven reports about how COVID changed the Michigan economy, how labor pipeline issues impacted businesses across the state, how vaccine mandates impacted both businesses and workers, and investigations into Michigan's unemployment system.

DATA/DEMOGRAPHICS

While all of Bridge Michigan's reporting is driven by data, Bridge Michigan's coverage includes deep-dives into Michigan demographics, COVID-19 and other health data, and data that sets Michigan apart. 2021 highlights of this work include Bridge's award-winning COVID-19 data dashboard, analyses of Michigan's new electoral maps and census results, vaccination levels across the state, and a look at COVID-19 death rates in Michigan by race.

Awards

In March 2021, Bridge Michigan data reporter Mike Wilkinson was named Michigan Journalist of the Year by the Michigan Press Association (MPA) for his coverage of the coronavirus pandemic. Wilkinson was the first reporter in the state to write how Black residents were being disproportionately sickened by COVID-19. Early in the pandemic, Mike created a coronavirus dashboard with more than a dozen interactive charts to help readers track the impact of the virus.

Bridge Michigan health reporter, Robin Erb, was also a finalist for the award, for her extensive coverage of the coronavirus pandemic. Bridge Michigan won 13 additional awards from the MPA, including third place for Newspaper of the Year in the large daily newspaper division.

Society of Professional Journalists, Detroit Chapter

- Consumer/Watchdog/Investigative Reporting (1st Place)
- Education Reporting (1st Place)
- Environmental Reporting (1st Place)
- Racial Justice Reporting (1st Place)
- Feature Writing (1st Place)

Michigan Press Association

- Best FOIA Story
- Best Coverage of the Coronavirus Pandemic (Honorable Mention)
- News Enterprise Reporting (Honorable Mention and 2nd Place)
- Government/Education News (2nd and 3rd Place)
- Feature Story (2nd Place)

Association of Health Care Journalists Awards for Excellence in Health Care Journalism

- Health Policy (2nd Place)

Institute for Nonprofit News

- Insight Award for Explanatory Journalism (Honorable Mention)
- Game Changer Award (Honorable Mention)
- Journalism Partnership of the Year (Honorable Mention)



MPA Journalist of the year Mike Wilkinson (left) & finalist Robin Erb (right)

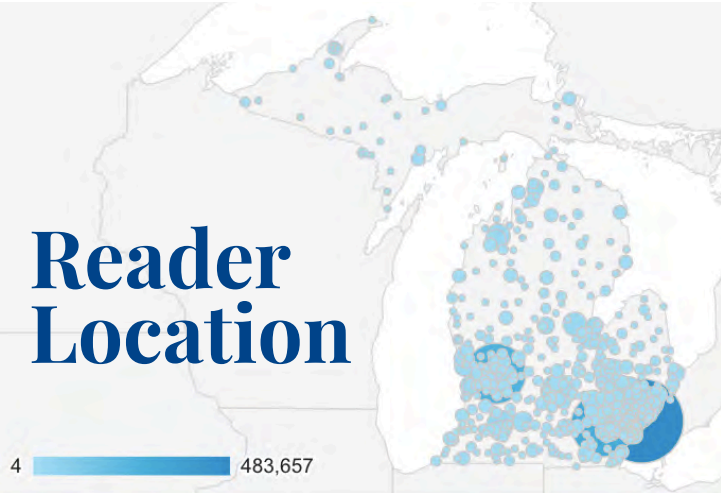
Recognition & Ratings

Excellent Customer Satisfaction. In our most recent statewide reader survey, Bridge Michigan earned a Net Promoter Score of +57. This is a key measure of customer satisfaction used by a wide range of industries. Calculated on a scale of -100 to +100, any Net Promoter Score above 0 is considered good. Any Net Promoter Score above +50 is considered excellent. Bridge Michigan's score is among the very best in the nationwide nonprofit news industry.

Highest Credibility. Bridge Michigan earns a perfect 100 out of 100 score for content, credibility, and transparency from NewsGuard, a national media rating service.

Unbiased. Bridge Michigan earns a rating of "Center" from All Sides, a national media bias watchdog. "Center" is All Sides' determination that Bridge is not biased toward the political Left or Right.

Our Readers, Subscribers & Members



Courtesy of Google Analytics

2.4x Unique Visitors
from 2019 to 2021

239% Increase in
Subscribers

2.7x As Many Supporting
Members

| 2019 | 2020 | 2021 | |
|---------|-----------|---------|---------------------------------|
| 236,994 | 1,487,712 | 577,027 | Average Monthly Unique Visitors |
| 45,231 | 90,513 | 108,354 | Newsletter Subscribers |
| 3,173 | 8,662 | 8,743 | Supporting Members |





What Our Readers Are Saying

"You offer pertinent, **unbiased information**/ reporting on issues of importance to Michiganders."

– M. Lofy, Ann Arbor

"The articles are **factual and researched**, even if it discusses a position I am against."

– Linda Crawford, Northville Township

"I love your **honest reporting**, especially on issues that are **important to me**."

– Linda Sahn, Pontiac

"I appreciate getting **non-partisan news that I can trust!**"

– Patricia Sandel, Shepherd

"**Essential** information, **quality** reporting, nothing else like it!"

– Laurie Sommers, Okemos

"**Best source** of news about state government"

– Wes Graff, Plymouth Community

Chamber of Commerce President, Plymouth

Bridge Michigan Partnerships

Bridge Michigan's partnerships in 2021 included:

Stories from the Front:

Collaborative coverage of the COVID-19 pandemic and its impact on hospitals in Michigan with the *Detroit Free Press* and *Michigan Radio*

Detroit Free Press



Great Lakes News

Collaborative: Coverage of the Great Lakes and drinking water issues in collaboration with *Michigan Radio*, *Circle of Blue* and *DPTV – Great Lakes Now*



VoteBeat: A nonpartisan reporting project, created by *Chalkbeat*, covering local election integrity and voting access



Eldercare Collaborative:

Reporting on Michigan's eldercare crisis and potential solutions with the *New York and Michigan Solutions Journalism Collaborative*



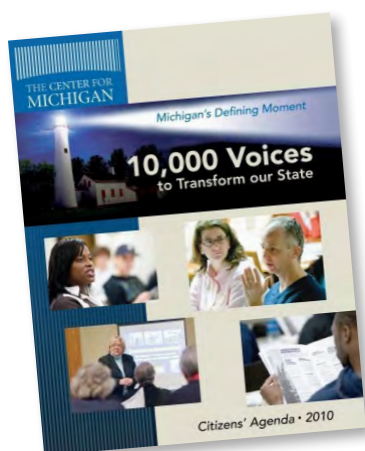
AC Life After Covid: A series on youth mental health with *Side Effects Public Media*, with support from *Institute for Nonprofit News* and *Solutions Journalism Network*



Chalkbeat: Collaborative, in-depth reporting on state education policy, often through the experiences of children, parents, and teachers



Reflecting on Ten Years of Bridge Michigan



2006-2010: The nonprofit Center for Michigan launches with a mission to engage and inform Michigan residents and amplify citizen voices in the halls of power. The Center executes the "Michigan's Defining Moment" public engagement campaign, involving more than 10,000 diverse statewide residents in identifying priorities for the state's future.

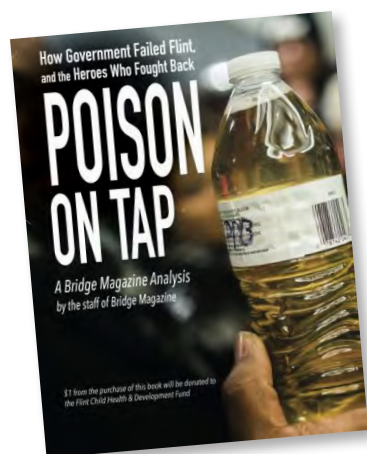
2011: Bridge Magazine launches with one editor, one reporter, and a digital-only mission to publish a weekly policy-oriented news report to help fill a growing gap in in-depth news coverage as newspapers endure business decline and deep staff cuts.

2012: Bridge Magazine's first major investigation, "Michigan's 30,000 Forgotten Four Year Olds," documents how Michigan's public preschool program greatly underserves eligible children. Bridge earns 23,000 monthly readers.



2013: In response to "Michigan's 30,000 Forgotten Four Year Olds" and a statewide advocacy effort, Michigan doubles its public preschool program and has since served tens of thousands of additional four-year-olds. Bridge expands to include five full-time journalists.

2014: The Small Business Association of Michigan honors Bridge as "Communicator of the Year" and Wayne State University names Bridge "Journalist of the Year," concluding, "Much of the best and significant journalism in this state is being done at Bridge." Bridge averages 58,000 readers per month and reader donations nearly double to \$54,500.



2015: Depth of coverage expands in education, the economy, public policy, government watchdogging, and vulnerable children and families. Bridge Magazine grows to 71,000 monthly readers.

2016: Bridge Magazine publishes "Poison on Tap," the first book on the Flint Water Crisis, with an exhaustive timeline built from thousands of government emails. The state-appointed committee charged with investigating Flint deems Bridge's timeline a fundamental tool in understanding the crisis. Our Flint reporting earns the McCree Award for Advancement of Justice as Bridge also earns "Newspaper of the Year" honors from the Michigan Press Association. Bridge grows to 100,000 monthly readers. Reader donations surpass \$100,000.



Bridge Michigan earns its 4th consecutive Michigan Press Association "Newspaper of the Year" award and the Sierra Club's "Journalist of the Year" award. (2017)

2017: Bridge's first documentary, "Michigan Divided," portrays the perspectives of diverse statewide residents split between Trump supporters and opponents. The film earns a regional Emmy Award.

2018: Bridge's Michigan Truth Tour informs tens of thousands of statewide voters and earns the Michigan Press Association's top public service award. Change-inducing Bridge investigations document Michigan gerrymandering and stop inequitable state Medicaid work rules and political attempts to rewrite social studies learning standards. Audience nearly doubles. Reader donations surpass \$200,000.

2019: Bridge Michigan (the "new" name evolved from "Bridge Magazine") exposes how the Michigan Legislature doled out more than \$100 million to politically connected beneficiaries, triggering transparency reforms. Bridge Michigan earns its 4th consecutive Michigan Press Association "Newspaper of the Year" award and the Sierra Club's "Journalist of the Year" award. Reader membership revenues total \$290,000.

2020: Expanding to a six-day-a-week publishing frequency, the entire Bridge Michigan staff produces hundreds of multi-dimensional reports on the pandemic. A second publication, BridgeDetroit, launches to amplify the issues and priorities of Detroit residents. Reader membership revenues more than double to \$766,000 as Bridge Michigan experiences 5X growth in readership to 1.5 million per month.

2021: Bridge Michigan continues daily publication as BridgeDetroit grows to three-times-weekly. We open a downtown Ypsilanti office for business, newsroom, and public engagement operations.



...Bridge Michigan experiences 5X growth in readership to 1.5 million per month. (2020)



Center for Michigan offices in Ypsilanti

Engaging

Bridge Michigan Readers & Members

Bridge Michigan strives to engage in an ongoing relationship with the people of Michigan, our readers, our funders, and our members. Our engagement efforts allow us to build community among readers, amplify our journalism, and connect regular people with people who make decisions for Michigan.

After 2020 and the Covid-19 crisis shut down in-person activities, we shifted to virtual activities and found we could impact readers from Marquette to Ypsilanti with an hour of Zoom in the middle of their day. We intend to continue to offer these virtual gatherings as they further our purpose to connect people across Michigan to together respond to the most important issues facing Michigan.

Issue Series - Bridge Michigan Lunch Break (11 Events)

Topics covered include: coronavirus vaccine distribution; transparency in government; COVID-19's impact on higher education; Michigan's redistricting process; Michigan's labor pipeline struggles; climate change in Michigan; youth mental health in Michigan, COVID mandates and K-12 education, and elder caregiving

Bridge Michigan Book Club (6 Events)

- Black Bottom Saints, Alice Randall
- Annie's Ghosts, Steve Luxenberg
- Death and Life of the Great Lakes, Dan Egan
- Firekeeper's Daughter, Angeline Boulley
- Wounds, Razel Jones & Daniel Abbott
- The Care and Feeding of Ravenously Hungry Girls, Anissa Gray



By the numbers:

17

Total Events

32

Featured Speakers

4,000

Total Virtual Viewers

Bridge Club Members:

The individual charitable donors supporting our work

| | 2019 | 2020 | 2021 |
|--|-----------|-----------|-----------|
| Supporting Members | 3,173 | 8,662 | 8,743 |
| Total Donations (household gifts <\$2,500) | \$299,218 | \$776,705 | \$913,146 |
| Average Household Annual Donation Size | \$94 | \$89 | \$104 |

46% of Bridge Club members are sustaining donors. We're particularly grateful for these recurring members, meaning that they give on a monthly or annual basis, as this consistency helps us make long-term decisions on how to use our budget.

Membership levels:

- Bronze Membership (\$1-\$99 per year): 4,150 members
- Silver Membership (\$100-\$499 per year): 4,639 members
- Gold Membership (\$500+ per year): 163 members

"I believe in your mission; there's never been a more important time for **credible, balanced reporting.**"

– Michelle Gilbert, Bloomfield Hills



"Readers who choose to invest in our nonprofit newsroom mean the world to us. These members power our reporting as well as our growth! Over the last two years, **the number of Bridge Club members has**

increased by 131 percent, and their support leads to our sustainability."

– Amber DeLind, Bridge Michigan
Membership & Engagement Director

If you have any questions about how you or your organization can best support Bridge Michigan's work, please contact our Membership & Engagement Director Amber DeLind at adelind@bridgemi.com

Power Circle

As we closed 2021, we introduced **The Power Circle**. The Power Circle membership represents individuals or households giving more than \$1,000 each year to support the efforts of Bridge Michigan.

- Pleasant Peninsula Circle (\$5,000+)
- Blue Waters Circle (\$2,500-4,999)
- White Pine Circle (\$1,000-\$2,499)

Bridge Builders

Our new institutional membership program is an opportunity for nonprofit and business organizations to support our mission and reach our audience with marketing and sponsorship initiatives.

Our Financial

Health & Sustainability

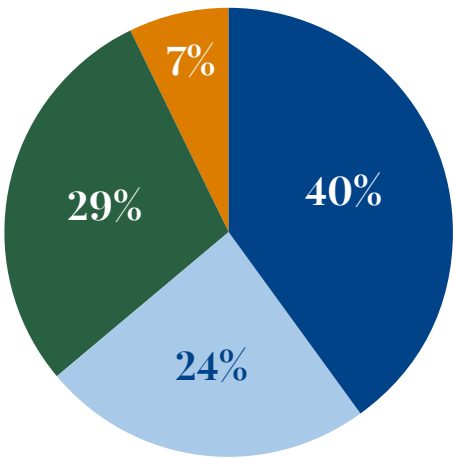
Nonprofit Sustainability: As a nonprofit newsroom, we rely on the generosity of individuals, foundations and businesses to fund our reporting. A mix of philanthropy, membership, sponsorship and other earned revenue makes our important work possible - and sustainable over time.

Membership

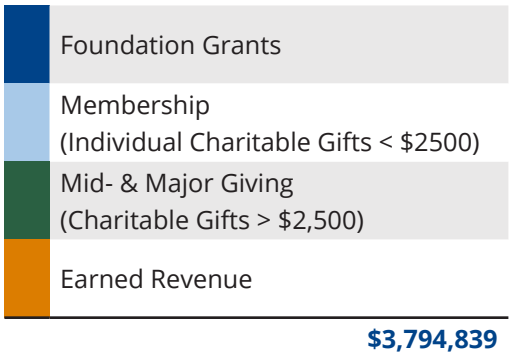
Thanks to support from around the state, we raised nearly \$1 million dollars from more than 8,000 individuals in 2021. This represents a continuously growing segment of our revenue: In 2019, we raised \$299,218. In 2020, we raised \$776,705.

Transparency

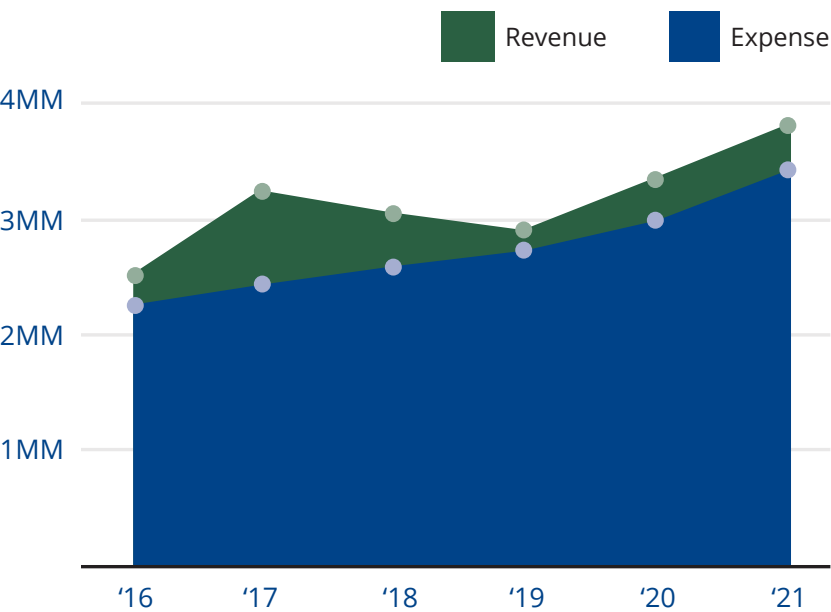
We achieve this fundraising success without sacrificing our journalistic integrity and fairness. We adhere to the Institute for Nonprofit News standards for transparency and publish the names of any individual or entity that supports us with over \$5,000 in a year.



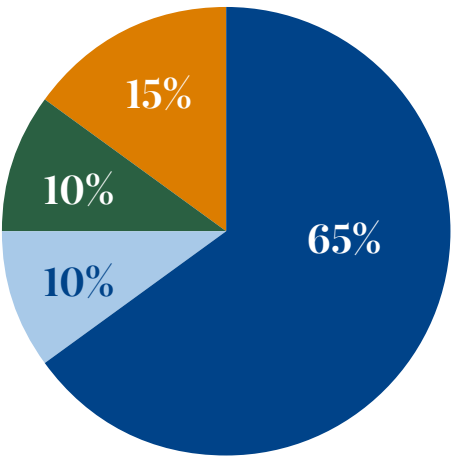
2021 Revenue



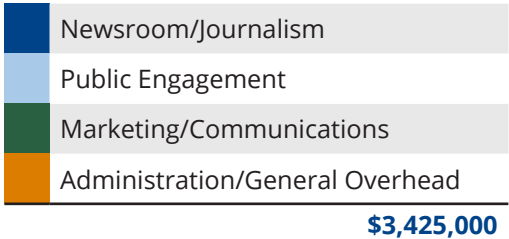
2016-2021 Growth Chart



*The figures presented here are unaudited for 2021.
The figures presented here represent the revenue of The Center for Michigan and Bridge Michigan.
The Center for Michigan supports BridgeDetroit as an independent project and its financials are separately maintained (and available upon request).*



2021 Expense



Our Funders

The Center for Michigan, Bridge Michigan and BridgeDetroit are thankful for every donation made in support of our mission in 2021. The following individuals and organizations contributed in excess of \$5,000 in 2021:

| | |
|--|---|
| Alticor/Amway Corporation | Jacob Family Foundation |
| Arnold Ventures | James and Donna Brooks |
| Bartsch Memorial Trust | Jandernoa Foundation |
| Thomas Buhr | John S. and James L. Knight Foundation |
| Cascade Engineering | Joyce Foundation |
| Charles Stewart Mott Foundation | Kresge Foundation |
| Community Foundation for Southeast Michigan | McGregor Fund |
| Consumers Energy Foundation | Michigan Association of Health Plans |
| Delta Dental | Michigan Health Endowment Fund |
| DTE Energy Foundation | Michigan Health and Hospital Association |
| Essel and Menakka Bailey | National Institute for Health Care Management |
| Facebook Journalism Project | Philip and Kathleen Power |
| Flinn Foundation | Philip and Nancy Miller |
| Ford Foundation | Porter Family Foundation |
| Fred A. and Barbara M. Erb Family Foundation | Ralph C. Wilson, Jr. Foundation |
| Fred Keller | The Power Foundation |
| Frey Foundation | Skillman Foundation |
| Hal & Jean Glassen Memorial Foundation | United Way for Southeastern Michigan |
| International Center for Journalists | David Waymire |
| First Draft News | William Parfet |
| Fund for Investigative Journalism | W.K. Kellogg Foundation |
| Google News Initiative | |
| Grand Rapids Community Foundation | |
| Herbert H. and Grace A. Dow Foundation | |
| Herrick Foundation | |
| Hudson-Webber Foundation | |



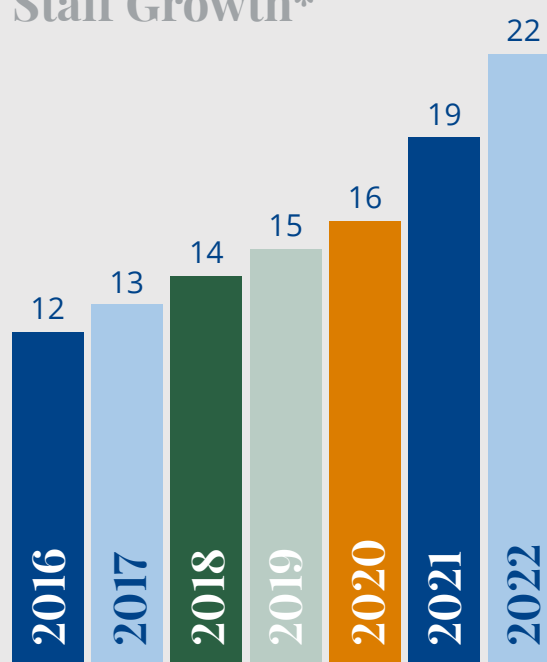
University of Michigan Museum of Art

In 2006, Phil and Kathy Power launched The Center for Michigan out of a love for the place they have called home for so long. They made a significant financial commitment to launch The Center. That commitment is now extended through 2030 and the Powers have additionally dedicated countless hours of personal work and counsel to The Center and Bridge Michigan. The residents of Michigan and readers and staff of Bridge Michigan will forever benefit from their leadership.

Bridge Michigan subscribes to standards of editorial independence adopted by the Institute for Nonprofit News. This includes making public all donors who give a total of \$5,000 or more per year. **We thank all of our donors — nearly 10,000 individuals — for their ongoing support of our mission.**

Our People

CFM/Bridge Michigan Staff Growth*



*Does not include BridgeDetroit addition in 2020

In 2021, we began an aggressive expansion plan at The Center for Michigan and Bridge Michigan. We added four new team members: Josiah Foster, Arielle Hines, Katy Locker, and Sergio Martínez-Beltrán. We also added a partnership with Chalkbeat Detroit, bringing Tracie Mauriello to the team in a shared position.

Center for Michigan & Bridge Michigan Staff

Zahra Ahmad*, General Assignment Reporter
 John Bebow, President, CEO & Publisher
 Amber DeLind, Membership & Engagement Director
 Kathryn Dugal, Development & Engagement Specialist
 Bill Emkow, Growth Strategy Director
 Robin Erb, Health Reporter
 Josiah Foster, Fund Development Associate
 Ron French, Enterprise Reporter & Associate Editor
 Paula Gardner, Business Reporter & Associate Editor
 Arielle Hines, Digital Production Specialist
 Kelly House, Environment Reporter
 AJ Jones, Operations & Production Director
 Joel Kurth, Managing Editor
 Katy Locker, Chief Operating Officer
 Isabel Lohman*, Education Reporter
 Sergio Martínez-Beltrán, Capitol Reporter
 Tracie Mauriello, Education Policy Reporter (in partnership with Chalkbeat Detroit)
 Jonathan Oosting, Capitol Reporter
 Mike Wilkinson, Data/Demographics Reporter
 Yue Stella Yu*, Capitol Reporter
 David Zeman, Senior Editor

* Indicates staff added in 2022

Center for Michigan Board of Directors

| | |
|-----------------------|---------------------|
| John Bebow | Kathleen K. Power |
| Paula Cunningham | Philip H. Power |
| Loyal A. Eldridge III | Dr. Glenda D. Price |
| Paul Hillegonds | Douglas Rothwell |
| Michael Jandernoa | |

Bridge Michigan 2021 Internship Program

Five talented young journalists from four universities joined Bridge Michigan in summer 2021 as part of an expanded internship program. By the time they returned to college, they'd written 49 stories, broadened Bridge Michigan's audience development, and made one thing perfectly clear: the future of journalism is in good hands.

Makayla Coffee, Central Michigan University

Sophia Kalakailo, Michigan State University

Asha Lewis, University of Michigan

Arjun Thakkar, University of Michigan

Olivia Tucker, Yale University



"All of them have **bright futures**. Their success this summer illustrates **what young journalists can do** when publications devote the resources to give them opportunities."
– Ron French, Bridge Michigan Associate Editor



Priscilla Archangel,
Archangel &
Associates

Improving Workplace Quality and Defining Our Values

In 2021, we began a staff-wide journey to explore workplace quality, diversity, equity and inclusion. With the guidance of Priscilla Archangel of Archangel & Associates, we seek to be an organization that continually fosters an equitable, healthy and inclusive workplace, and ensures that our journalism reflects the entire diversity of Michigan. While Bridge Michigan has always sought to reflect the diversity of the communities we serve in our work, we believe that as an organization we are still on the journey of getting this "right." Our journey continues in 2022 and will include a process to define our values and present an expectation for which our readers and funders can hold us accountable.



BridgeDetroit

Since its launch in May 2020, BridgeDetroit has established itself as a newsroom truly “By Detroiters, For Detroiters.” With a focus on community engagement and listening, BridgeDetroit’s reporting has amplified issues that Detroiters have identified as important to their lives. Serving as a citywide collaborative journalism hub with more than a dozen local and national partners, BridgeDetroit has made their reporting accessible to Detroiters across platforms and mediums, making their mark in the Detroit news ecosystem.

BridgeDetroit is an unincorporated project of the Center for Michigan.

- BridgeDetroit is an editorially independent publication with a specific focus on serving Detroiters.
- Bridge Michigan and BridgeDetroit have same-day publishing rights to each other’s content and the editors and reporters of both publications seek to coordinate where editorial agendas overlap.
- BridgeDetroit’s launch has benefited from the membership, audience development, production and administrative experience and expertise of the entire Center for Michigan team.
- The Center serves as fiduciary and employer for all BridgeDetroit staff.

BridgeDetroit Staff

Orlando Bailey, Engagement Director

Stephen Henderson, Project Executive

Bryce Huffman, Reporter

Catherine Kelly, Managing Director/Editor

Olivia Lewis, Reporter

Nushrat Rahman, RFA Reporter (in partnership with Detroit Free Press)



Report for America

In partnership with the Detroit Free Press, BridgeDetroit shares a reporter, Nushrat Rahman, who covers issues and obstacles that influence economic mobility in Detroit. Rahman is a corps member with Report for America, a national service program placing journalists in local newsrooms across the country.

Detroit Free Press

**REPORT
FOR
AMERICA**

Documenting a historic era

With support from the John S. and James L. Knight Foundation, BridgeDetroit reporting covered Detroiters' participation in the City's American Rescue Plan Act (ARPA) community meetings, documented community input, and is poised to measure and report upon how the City spends ARPA funds going forward. As the City of Detroit prepares to spend this historic amount of federal money, BridgeDetroit will be at the forefront of covering the impact on the city's residents.



Listening to the community

Since 2020, BridgeDetroit has been on a journey to hear from Detroiters about what their top priorities are. This process, part of BridgeDetroit's Community Priorities Model, allows the BridgeDetroit team to tailor their journalism to provide information, solutions, and accountability in accordance with those priorities.



Ways to Support BridgeDetroit

READ & SHARE:

bridgedetroit.com

SUBSCRIBE:

bridgedetroit.com/subscribe

FOLLOW:

[@bridgedetroit](https://www.facebook.com/bridgedetroit)

[@bridgedet313](https://twitter.com/bridgedet313)

[@bridgedetroit](https://www.instagram.com/bridgedetroit)

DONATE:

bridgedetroit.com/donate

Ways to support the Center for Michigan and Bridge Michigan

READ AND SHARE

www.bridgemi.com

SUBSCRIBE

bridgemi.com/signup




You can now subscribe to our daily
Bridge Michigan newsletter and our
specialty newsletters curated directly
by our reporters and editors:

- Week-in-Review
- Environment Watch
- Business Watch
- Health Watch
- Education Watch
- Politics Watch

PARTICIPATE

Information about upcoming events
(or video of past events) can be found at
bridgemi.com/events

FOLLOW

 [@bridgemi](https://www.facebook.com/bridgemi)
 [@bridgemi](https://twitter.com/bridgemi)
 [@bridge.michigan](https://www.instagram.com/bridge.michigan)

DONATE

bridgemi.com/donate



Encourage Your Business or Nonprofit to Support Bridge Michigan

Business & Nonprofit Membership

bridgemi.com/about/bridge-builders

Sponsorship & Advertising

bridgemi.com/sponsor