



**THE
BEACON**



Kansas and Missouri news you can trust.

At a time when accurate, unbiased information has never been more important, The Beacon is working towards a future where local news is not just surviving, it's thriving. A future where local newsrooms report on issues that matter, where people across Missouri and Kansas see their stories reflected and amplified. A future where every member of our community can easily find news that's relevant and trustworthy.

MISSION

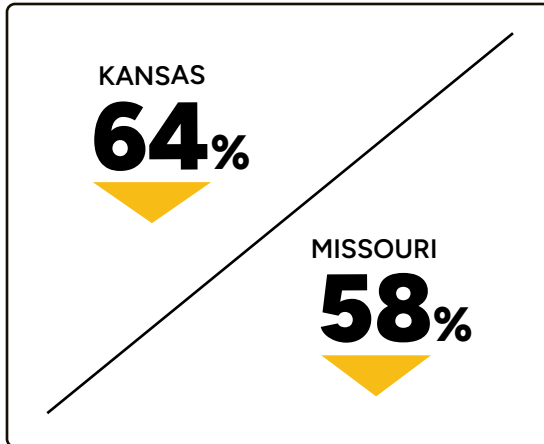
To cultivate engaged and informed communities through accessible reporting and active community engagement on crucial local topics, anchored by a sustainable nonprofit revenue model.

VISION

Communities that are well-informed and actively involved.

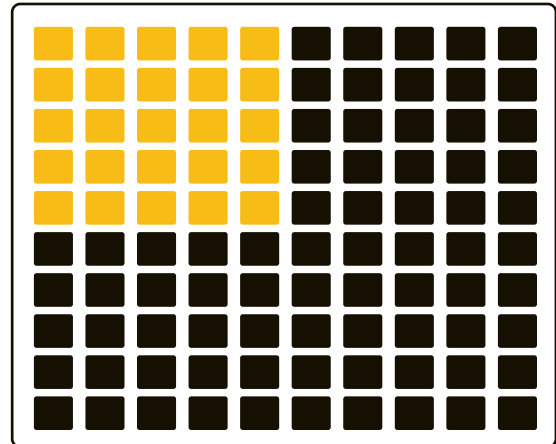
The problem.

The number of journalists is down.



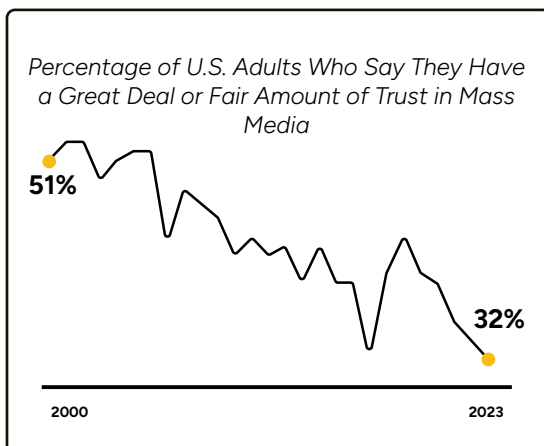
Since 2005, the number of journalists has decreased by **64% in Kansas and 58% in Missouri** ([Northwestern](#)).

We're losing newspapers.



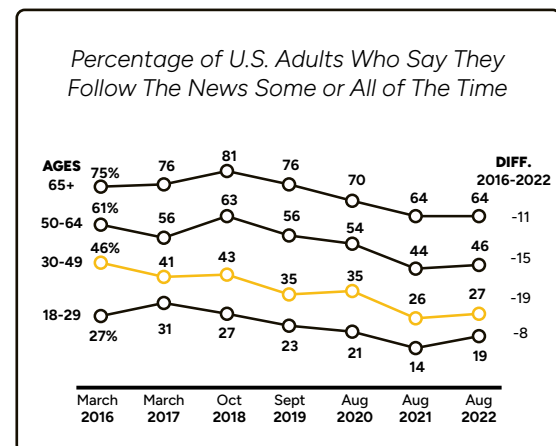
We're losing **2.5 newspapers every week—resulting in 25% reduction since 2005**. This is leading to a devastating information void, especially in areas of critical civic importance ([Northwestern](#)).

Trust in media is at an all-time low.



Mis- and disinformation are on the rise. This leads to a devastating lack of engagement and trust. **Only 32% of Americans say the trust the news**, down from 51% in the year 2000 ([Gallup](#)).

People aren't following the news.



Young people are more likely to be checked out of the news – in 2022, **only 27% of 30 to 49-year-olds claimed to closely follow the news**, a 19 point decline from 2016 ([Pew](#)).





Our solution.

The Beacon works to combat this crisis by filling the voids left by the decline in local newspapers. We fill the gaps between breaking news and investigative reporting. We offer solutions, context, and ways to participate in democracy.

Our coverage areas.

We asked our communities which issues are often short changed, or ignored, and we focus primarily on those important subjects.



Local and State
Government



Education



Health



Labor and
Housing



We cover government, not politics. We're not interested in the dogfight – we care about policies, and how those policies impact our communities. Our work helps readers understand what is happening – and why.



Our “Steal our Stories” policy encourages other news media to publish our content at no cost. **We believe in collaboration, not competition.**



We're focused on rebuilding trust in journalism with 18 to 50-year-olds. Our target audiences include community advocates and change makers, informed young adults and professionals, and underserved communities.

“I hope my work empowers people to participate in their communities, whether by giving them the information they need to vote for school board candidates, explaining how to seek help with a problem at school, or illuminating the behind-the-scenes decisions of people in power.”

– Maria Benevento, Beacon Education Reporter





Our team.

The Beacon's new leadership team comprises a diverse cross-section of Kansans and Missourians, driven by a desire to serve their communities. We're led by a strong, experienced trio that builds on and complements each other's strengths.



Stephanie Campbell *CEO*

Stephanie Campbell has 15 years of experience in nonprofit leadership spanning the education, startup, philanthropy, technology, and performing arts industries.



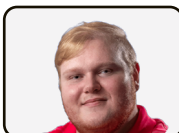
Scott Canon *Editor-in-Chief*

Canon brings 40 years of experience in newspaper and radio journalism.



Maria Carter *Wichita Editor and Senior Reporter*

Maria Carter is a third generation Kansan with over 20 years of experience in innovative public service journalism.





Our impact.



400k
VISITORS

▲ 30%

Our website reached nearly 400,000 unique users in 2023, an increase of 30% from 2022.



20k
SUBSCRIBERS

▲ 20%

We grew our total newsletter subscribers to 20,000 in 2023, up 20% from last year.



21k
FOLLOWERS

▲ 20%

Our social channels currently reach 21,000 people, up 20% from 2022.



2.9M
IMPRESSIONS

▲ 18%

Our social content was viewed over 2.9 million times in 2023.



175k
ENGAGEMENTS

▲ 36%

Our posts were liked, shared or commented on 175,912 times last year.



74
REPUBLICHERS

74 newsrooms have republished our content.



500%
MORE TIPS

The number of tips from the community grew by 500% in the last year.

Our story on the [history of the KCPD](#) was cited in a lawsuit seeking to overturn state control. The plaintiffs argue that because of the link to the Confederacy (which we uncovered), the system of state control had discriminatory intent.

"Your local reporting, especially regarding government, is an important and reliable source of information for me, assisting in taking action on issues I care about."

—Reader





Get Involved

Sign up for quality, in-depth news you can trust for free. Select any of the newsletters you want to sign up for, simply click below for the one you would like to sign up for.



Weekly Newsletter

A brief recap of the latest stories from The Beacon's reporters.

Kansas City

► Sign Up

Wichita

► Sign Up



Statehouse Newsletter

Stay up-to-date on everything that's happening in the legislature.

Missouri

► Sign Up

Kansas

► Sign Up



Send us a Story Idea ►

Ideas from our readers inspire some of our most impactful stories. It's critical that our work mirrors what matters most to the community. Help shape our reporting.



Community Journalism Lab

Our robust team of Community Journalism Lab Representatives is central to our community engagement strategy. Their insights and experiences contribute significantly to the continuous improvement of our journalism and the strengthening of our community relationships through hosting listening sessions and attending external events.

- Pitch a listening session topic
- Host a listening session
- Become a Community Representative

Contact our Community Engagement Manager



estrella@thebeacon.media



Our supporters.

The Beacon is a non-profit organization that is part of a national movement that is redefining local news across the country. Our funders include the American Journalism Project, the Arnold Ventures Fund, the Wichita Foundation, the Health Forward Foundation, the Ewing Marion Kauffman Foundation, the Kind World Foundation, Report for America, and the William T. Kemper Foundation, along with a number of committed individuals.

American
Journalism
Project



REPORT
FOR AMERICA

William T. Kemper Foundation
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