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**Bay Area media company Embarcadero Media announces transition to nonprofit**

Seven local news publications will transition to better serve local communities in the Bay Area.

Embarcadero Media to Transition to Nonprofit

Palo Alto, CA – November 15, 2023 – Embarcadero Media, a leading hyperlocal news publisher in the San Francisco Bay Area that operates seven local digital news publications and three weekly print publications, announced today that it will transition to a nonprofit organization. The transition is expected to be complete in early 2024.

The decision to go nonprofit was made after a careful review of the company's business model and financial outlook. In recent years, Embarcadero Media has faced significant challenges, including declining advertising revenue due to the local business closures from the pandemic paired with a significant decline in real estate listings and advertising. The company believes that operating as a nonprofit will enable it to continue to provide high-quality journalism to the community, become financially sustainable and enable it to expand its coverage to areas of public interest.

"Local journalism has the ability to make our communities stronger by shining a light on local institutions and helping people to feel connected to their neighbors," said Adam Dawes, CEO of Embarcadero Media. "But we can't do that alone. We need the support of our community to ensure that publications can continue to thrive for years to come."

As a nonprofit, the Embarcadero Media Foundation will be able to rely on a variety of funding sources. In addition to its traditional advertising products and paid membership, it will seek additional revenue from donations by individuals, foundations and businesses. The company also plans to expand its revenue-generating efforts, such as memberships and event sponsorship.

"We are confident that this transition will make us stronger and more resilient in the long term," Dawes said. "We are grateful for the support of our community as we embark on this new chapter."

About Embarcadero Media

Embarcadero Media is a leading local news publisher in the San Francisco Bay Area. The company operates a network of websites, newsletters and print publications that serve communities across the region including the Palo Alto Weekly, The Almanac, Pleasanton Weekly, Palo Alto Online, Mountain View Voice, Redwood City Pulse, Livermore Vine, DanvilleSanRamon.com, The Six Fifty, Weekend Express and the Peninsula Foodist.

Embarcadero Media Foundation's mission is to enhance the quality of life and democracy in the San Francisco Bay Area by reporting and publishing high quality local news and information, convening events and partnering to support programs that lead to a more informed, equitable, engaged and cohesive community.