



# 2025

ANNUAL REPORT

## The Center for Michigan

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

The Center publishes:



Bridge Michigan  
(founded 2011),  
an award-winning

nonprofit news organization dedicated to providing in-depth, nonpartisan reporting on Michigan's people, politics and policies; and



BridgeDetroit (founded  
2020), a nonprofit  
community news,

information and engagement media service in one of America's largest majority African American cities.

# Letter from the CEO Katy Locker

As I look back on 2025, I find myself feeling proud, grateful and honestly a little awed by everything our teams at the Center for Michigan, Bridge Michigan and BridgeDetroit accomplished this year. It was a year that reminded me why strong, community-minded journalism matters, and why so many people across this state choose to support it.

This past year, we grew in smart, meaningful ways. Bridge Michigan doubled its education and health reporting, recognizing how deeply these issues touch the lives of Michigan families. We added Outdoors Life coverage because so many of our readers care not only about policy, but about the natural beauty and traditions that make this state special. And with new North and West Michigan newsletters, we brought more local reporting to regions that have long told us they want to see themselves reflected in our work.

We also pushed ourselves to meet people where they are. Our focus on Instagram, TikTok, YouTube and short-form video helped us reach younger audiences who care about trustworthy news, even if they rarely see it in their feeds. We strengthened the Bridge Michigan app, creating a place where our most loyal readers can go deeper every day. Adapting our republication guidelines opened the door for even more outlets to share our stories, ensuring that good reporting travels farther.

In Detroit, our newsroom took on a consequential election year with clarity and purpose. BridgeDetroit produced reporting that helped residents make sense of fast-moving issues, while also creating new ways for people to engage, from in-person candidate forums to podcasts focused on the 2025 elections. The work continues to show what journalism looks like when it is rooted in the experiences and hopes of the people it serves.

This was also a year of building for the long term. We saw continued growth in memberships and earned revenue, keeping us on track to reach \$1.25 million in annual membership revenue by 2026. We adopted an AI policy that reflects our values and ensures we use technology carefully and transparently. And throughout the organization, we made decisions that strengthen our foundation for the years ahead.

At the close of 2025, we wrapped up three years of ambitious but responsible growth. These years have expanded our newsroom capacity, widened our audience and deepened our public-service mission. Now, as we look toward 2026, we are embracing a steadier pace - not slowing down our ambition, but focusing our energy where we can have the greatest impact. It is a shift that reflects confidence: We have built something strong, and now we are shaping it for the long haul.

Thank you for being part of this work. Your support, your trust and your belief in the value of local news make everything we do possible.

With appreciation,



Katy Locker







## A Move for the Center for Michigan!

In September 2025, the Center for Michigan moved into a brand-new office in Detroit's Midtown neighborhood, marking a milestone: the first time members of Bridge Michigan and BridgeDetroit's newsroom, and the Center's revenue and operations team, work together under one roof. Located in the redeveloped historic Thomas Jefferson Middle School, now the JHub, the space allows reporters to share knowledge and resources in real time, strengthens our collaborative culture, and helps us live up to our organizational values while streamlining operations and giving reporters clearer support to focus on community-centered journalism.

Our headquarters may be in Detroit, but our staff remain embedded across Michigan, from Lansing to Grand Rapids to Alpena, meeting people face-to-face and telling stories that matter statewide.

## How We Work

The Center for Michigan publishes both Bridge Michigan and BridgeDetroit. The editorially independent newsrooms collaborate where it benefits readers. They share same-day publishing rights to each other's content and coordinate coverage when editorial agendas overlap. Both newsrooms benefit from the membership, audience development, production, and administrative experience and expertise of the entire Center for Michigan team.

## The Center for Michigan Adopts AI Policy

Artificial intelligence (AI) is transforming journalism, creating both opportunities and challenges. In August 2025, the Center for Michigan adopted a policy to guide how [Bridge Michigan](#) and [BridgeDetroit](#) use AI in the newsroom. The policy is built on four principles: human verification, transparency, honesty and respect. AI may assist with tasks like transcription or analyzing large data sets, but it will never replace human judgment, accuracy or ethical standards. The newsrooms commit to clearly disclosing when AI plays a significant role in journalism and to protecting sources' privacy and copyrights. This approach allows us to innovate while maintaining the trust and integrity readers expect.

# Ratings & Recognition

 **Nonpartisan and Unbiased:** AllSides, a national media bias watchdog, rated Bridge Michigan as “center,” indicating that it is not biased to the left or the right, based on “multi-partisan, scientific analysis.” Center for Michigan publications scored 100 out of 100 from NewsGuard. The website, staffed by a team of journalists and experienced editors, produces reliability ratings and scores for news and information websites based on nine journalistic criteria. Our score reflects “high credibility” in adherence to all nine standards of credibility and transparency.

 **Customer Satisfaction:** Bridge Michigan's average Net Promoter Score (NPS) was +48 in 2025. BridgeDetroit's score was +52. Net Promoter 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 50 is considered excellent.

## What Our Readers Are Saying

“**Bridge Michigan** provides the news I need **without the noise**, and they strive to become better by **asking for feedback**.”

– *Kristen Myers*

“**Insightful** and **balanced** coverage for a stronger, more informed public.”

– *Linda Hoff*



### Gold Seal of Transparency:

The GuideStar Seal of Transparency, introduced by Candid in 2013, provides recognition when a nonprofit shares information on the GuideStar website. To attain a Gold Seal, the Center for Michigan provided financial, board, staff, program and brand details that enable current and potential donors to thoroughly research the organization.

## INN Features Bridge Michigan as a Model for Newsletter Success

Bridge Michigan earned recognition from the [Institute for Nonprofit News](#) for its leadership in cultivating a strong newsletter readership. At a time when many newsrooms struggle with declining traffic from platforms like Google and Facebook, Bridge leaned into experimentation, data-driven decision-making, and close collaboration between editorial and audience teams. The result: newsletters that drive the majority of reader revenue while deepening trust and engagement with Michiganders across the state. This recognition highlights Bridge as a newsroom that's charting a path forward, showing how local journalism can thrive even as the media landscape shifts.

# Reporting

**Two Newsrooms, One Mission** The Center for Michigan delivers on its mission — making Michigan better through high-quality, nonpartisan journalism and engagement — through two newsrooms that work independently yet share a common purpose.

**Bridge Michigan** provides rigorous, fact-based accountability reporting across politics and policy, business, education, environment, and health — following tax dollars and government decision-making, spotlighting Michigan's most vulnerable populations, and offering solutions.

**BRIDGEDETROIT** builds its coverage priorities directly from ongoing conversations with Detroiters — resulting in deep accountability reporting on housing security, community safety, economic development, education and other topics vital to residents

Together, the newsrooms connect government decision-making to real-world impacts — holding leaders accountable while ensuring communities across Michigan and Detroit have access to information that affects their daily lives.

## Bridge Michigan

### ACCOUNTABILITY & TRANSPARENCY



*"We're going to bring back your car industry," then President-elect Donald Trump promised in a September 2024 rally at Falk Panel, a manufacturer in Walker. (Brett Famer for Bridge Michigan)*



*Ahead of her annual State of the State address, Michigan Gov. Gretchen Whitmer outlined top priorities for 2025 in a "road ahead" speech at the Detroit Auto Show. (Emily Elconin for Bridge)*

Bridge Michigan held political leaders accountable to Michigan voters in 2025 through tracking of campaign promises and their real-world impact on the state. When Donald Trump returned to the White House in January 2025, Bridge launched an ambitious accountability project: monitoring 100 specific promises the president made to Michigan voters during his campaign. Bridge also tracked Gov. Gretchen Whitmer's 48 promises from her State of the State speeches, providing voters with comprehensive scorecards on both federal and state leadership.

The 100 Trump Promises Tracker became essential reading for Michiganders seeking to understand how federal policy decisions would shape their daily lives. Reporters documented every development — from promised manufacturing revival to pledges on immigration enforcement, from tax cut commitments to vows of Middle East peace. Similarly, Bridge continues to track Whitmer's promises, holding the governor accountable for commitments on education, infrastructure and economic development.

## BUSINESS

Bridge Michigan's business reporting made a measurable impact on state policy in 2025, holding power accountable and changing the trajectory of millions in taxpayer dollars. Senior business reporter Paula Gardner's award-winning investigation exposed how Michigan's corporate subsidy programs delivered jobs paying below the state's median wage, with the flagship \$2 billion SOAR program producing zero jobs despite \$670 million in spending.

Her reporting, [which earned national recognition from the Society for Advancing Business Editing and Writing](#), was cited by legislators during deliberations. When lawmakers from both parties [defunded SOAR](#) in October, House Finance Committee Chair Mark Tisdell pointed directly to the failures Gardner documented: "The problem with SOAR is that there were a lot of lofty promises, [but] project selection was too political and it never delivered."

Gardner's continued scrutiny tracked the fallout from collapsed projects, including the Gotion battery plant and the abandoned Genesee County megasite, giving residents transparency into how their tax dollars were spent and prompting debate about the [future of economic development policy](#).



*SOAR projects super-sized Michigan cash-for-jobs spending and the size of developments. This electric vehicle battery factory in Delta Township was one of two in the state's first SOAR deals in 2022. General Motors recently sold the project to its partner, LG Energy Solution.*

*(David Ruck for Bridge Michigan)*



*Second grade teacher Becca Bradley teaches a group of second- and third-graders during intervention period at Concord Community Schools on May 19. Bradley and other teachers in the 625-student district are participating in "team teaching," where teachers share students across subject areas or grade levels.*

*(Josh Boland for Bridge Michigan)*

## EDUCATION

Bridge Michigan's education reporting drove the statewide conversation on Michigan's learning crisis, delivering an unflinching examination of the state's decade-long slide in reading scores and holding policymakers accountable for solutions. With the addition of senior education reporter Kim Kozlowski working alongside education reporter Isabel Lohman, Bridge doubled its education reporting capacity, bringing unprecedented depth to one of Michigan's most pressing challenges.

From exposing how Michigan abandoned proven reading strategies that transformed Mississippi's schools to tracking gubernatorial candidates' education plans and fact-checking claims about the state's decline, the reporting cut through partisan noise to deliver trusted analysis Michigan families need.

Bridge's [series on Michigan's declining reading scores](#) sparked immediate debate in Lansing, forcing both parties to respond to findings and pushing a neglected issue to the center of Michigan's political agenda. Following the reporting, Gov. Whitmer declared [solving the literacy crisis her number one priority](#), a remarkable shift that demonstrates Bridge's power to inform policy priorities through rigorous journalism.

## ENVIRONMENT

Bridge Michigan's environment reporting demonstrated how sustained journalism informs real-world change in 2025. Coverage explored Michigan's clean energy transition and \$2 billion in electric vehicle investments while tackling critical environmental challenges across the state.

Senior environmental reporter Kelly House's groundbreaking whitefish series revealed how invasive mussels have pushed this iconic species to the [brink of extinction](#) in Lakes Michigan and Huron, with populations plummeting as much as 95 percent in some areas. The stories connected ecological devastation with the [human toll on commercial fishing families](#) facing financial ruin. The reporting sparked bipartisan federal legislation from Reps. Debbie Dingell and Tim Walberg seeking [\\$500 million to combat the crisis](#).

Building on this foundation, Bridge expanded coverage of Michigan's natural resources, outdoor recreation and the places that make the state unique with the addition of Outdoors Life reporter Laura Herberg. Her [Michigan Dreaming Bucket List](#) series showcased reader-selected adventures across the state.

## HEALTH

Bridge Michigan's health reporting emerged as some of the state's most impactful journalism in 2025, delivering in-depth investigations that connected policy decisions in Lansing to life-and-death consequences in communities from the Upper Peninsula to Detroit. Bridge Michigan strengthened its health reporting capacity with the addition of Eli Newman as health reporter, who joined senior health reporter Robin Erb to deliver journalism that moves policy and saves lives.

Erb's impactful aging series revealed a crisis hiding in plain sight: [Michigan's fragmented, underfunded system of senior services](#) leaves older adults stranded without transportation, trapped in bureaucratic mazes, and pushed toward nursing homes when they could stay home with modest support. The comprehensive reporting sparked urgent conversations about how Michigan cares for its aging population and exposed systemic failures that policymakers could no longer ignore.

Senior reporter Ron French's [devastating investigation from Rapid River](#) crystallized the opioid epidemic's reach, documenting how fentanyl triggered funeral after funeral in a tiny Upper Peninsula town. Following his dogged reporting about the state's slow distribution of opioid lawsuit settlement funds, Michigan stepped up efforts to distribute Narcan and overdose deaths dropped by roughly 1,000 lives.



*On a summer morning in July, scientists with the Sault Ste. Marie Tribe of Chippewa Indians collect adolescent whitefish from the pond where they were raised. These young fish will be released into Nunns Creek near Hessel, with hopes they will grow to adulthood in Lake Huron. (Josh Boland for Bridge Michigan)*



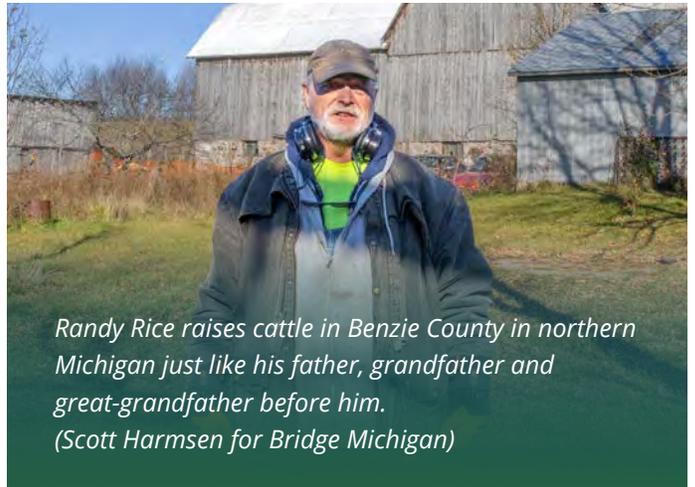
*Outdoors Life reporter Laura Herberg completed items on Bridge's reader-voted Michigan Dreaming Ultimate Summer Bucket List, like hiking to the top of the state's tallest mountain. (Matthew Conzett for Bridge Michigan)*



*Four died in a year in Rapid River from fentanyl, and another in 2022. That many people die in Michigan every 20 hours from opioid overdoses. (Ron French/Bridge Michigan)*



Individual farmers are at the mercy of commodity markets and weather for which they have no control, and that stress can lead to depression.  
(Scott Harmsen for Bridge Michigan)



Randy Rice raises cattle in Benzie County in northern Michigan just like his father, grandfather and great-grandfather before him.  
(Scott Harmsen for Bridge Michigan)

## POLITICS & POLICY

Bridge Michigan's accountability journalism exposed critical failures in government transparency and oversight, holding state leaders accountable on issues ranging from public records to rural mental health funding.

Investigations revealed serious problems with Secretary of State Jocelyn Benson's [campaign finance transparency portal](#), making it difficult for voters to track political money flowing through Michigan elections. Additional reporting uncovered the state practice of [deleting government text messages](#), raising questions about public records preservation and government accountability. Reporter Simon Schuster's investigation into [foreign ownership in the Upper Peninsula](#) revealed how overseas buyers were quietly acquiring vast tracts of Michigan land, sparking debate about the implications for local communities and natural resources.

Senior reporter Ron French's reporting on the [crisis of farmer suicide](#) and rural mental health proved particularly impactful. Lawmakers cited his investigations while pushing to [restore funding cut from the state budget](#) for farmer mental health counseling. Bridge Michigan's reporting on school bonds shed light on a critical shift in public opinion, revealing that Michigan voters are increasingly rejecting school bond proposals. This investigative work highlighted factors like economic concerns, public distrust and the complex nature of school finance, prompting debates about how to regain voter support. This coverage influenced public discourse and added pressure on school leaders to rethink their approaches to funding.

"I care deeply about the environment and [count on people like you to help protect it](#).

– Brett Swanson

"[Michigan-specific coverage of a broad range of topics](#).

I especially appreciate the environmental protection and natural resources information. Thanks!

– Joanne Foy

## EXPANDING COVERAGE STATEWIDE

Bridge Michigan launched regional coverage of northern and western Michigan in 2025 with the addition of regional editor Justin A. Hinkley, delivering [newsletters](#) for regions often overlooked by statewide media. The newsletters feature Bridge Michigan's reporting alongside content from local news partners, helping readers discover quality journalism about their communities. This expansion deepens Bridge Michigan's connection to communities throughout the state, fulfilling the mission to make Michigan better through journalism that serves all residents.

# BRIDGEDETROIT

## ELECTION COVERAGE

Detroit faced pivotal elections in 2025, with races for a new Mayor, the entire City Council, and the Board of Police Commissioners. BridgeDetroit delivered [comprehensive coverage](#) that transformed Detroiters' understanding of the races and equipped voters with the information they needed to make informed choices.

BridgeDetroit hosted 10 Meet the Candidates events throughout the city, allowing residents direct access to question the people who wanted to lead them. The newsroom launched [Detroit Next](#), a fact-based politics podcast with bi-weekly episodes examining Detroit's government issues. BridgeDetroit went beyond citywide results to deliver neighborhood-level reporting across all seven City Council districts, examining the distinct priorities of each community. Recognizing the city's digital divide, BridgeDetroit produced print voter guides to reach residents without reliable internet access, ensuring equitable access to election information.

The newsroom's exhaustive coverage documented Mary Sheffield's historic victory as Detroit's first woman mayor through detailed candidate profiles and a continuously updated Election Tracker. [Voters reversed a recent trend of declining turnout in city elections](#), with participation climbing to 22% from 18.6% in 2021.

## CIVIC AND COMMUNITY INFORMATION

BridgeDetroit's [Detroit City Notebook](#) emerged as the definitive source for municipal government coverage in 2025, documenting an entirely new political chapter for Detroit. Reporter Malachi Barrett provided comprehensive coverage of City Council's work, from the \$3 billion budget process to major development deals, including the Detroit City FC stadium and WNBA practice facility. The Notebook tracked the city's community benefits negotiations and [exposed campaign finance patterns](#) showing 72% of mayoral race funding came from outside Detroit. By making complex government decisions accessible and tracking every formal session, the Notebook equipped Detroiters with the knowledge needed to engage with their local democracy.

Beyond City Hall, BridgeDetroit contributor Olivia Lewis, selected for the prestigious US@250 fellowship by New America, covered the [I-375 Reconnecting Communities Project](#) and held transportation officials accountable to Detroit residents. Lewis interviewed residents of the original Black Bottom and Paradise Valley neighborhoods and revealed widespread dissatisfaction with MDOT's process, led by road-building experts rather than urban planners. Her reporting contributed to a significant outcome: MDOT [paused the project](#) to address concerns raised by Detroiters, then [announced changes](#) to the design based on community feedback.



*Voters head to the polls on Nov. 4, 2025, for Detroit's general election. (Malachi Barrett/BridgeDetroit)*



*"You get me talking about Black Bottom, that's my heart," said Shirley Beeler, 95, who grew up in the neighborhood. "I was too little to understand exactly what was going on until it was done." (Valaurian Waller for BridgeDetroit)*



*Members of the Detroit community attend a meeting with officials from the Michigan Department of Transportation about I-375 plans on November 4, 2023 at Chrysler Elementary School. (Quinn Banks for BridgeDetroit)*



*Matthew Bracey, masonry program manager at Randolph Career and Technical Center, poses with Todd Corley, senior vice president for Inclusion, Sustainability and Community at Carhartt. Last year, Carhartt awarded Bracey with its inaugural Steel Apple award. (Courtesy of Carhartt)*

## EDUCATION

BridgeDetroit's education coverage, in partnership with ChalkBeat Detroit, held the Detroit Public Schools Community District accountable while celebrating educational excellence. Reporter Micah Walker delivered accountability reporting on special education compliance, documenting how advocates fought for Detroit educators to follow [Individualized Education Programs](#) and [examining systemic changes](#) to how the district serves students with disabilities.

Walker also [profiled a Detroiter](#) earning national accolades for teaching masonry after finding his own calling in the trade, and [covered DPSCD's All-City Marching Band](#) performing in Paris. By balancing accountability on issues like special education with stories of educational achievement, BridgeDetroit ensured families had the information needed to advocate for their children while celebrating the educators and programs making Detroit schools stronger.

## ENVIRONMENTAL JUSTICE

BridgeDetroit's environmental justice reporting held powerful interests accountable in 2025. Reporter Jena Brooker's reporting revealed how [Detroit's Land Bank changed the price of a plot of land after an Indigenous collective tried to buy it for a cultural center in Detroit](#). Throughout the reporting process, Brooker brought attention to the varying policies of the land bank, which ultimately led to the land bank updating its policies and offering discounts to Indigenous groups and nonprofits. This work demonstrates the power of accountability journalism to drive systemic change.



*Jaike SpottedWolf of the Thechihila Collective tried to buy a land bank-owned property for the listed price of \$7,000 before the price went up. (Jena Brooker/BridgeDetroit)*



*Niesha Lee,  
Bettye Wright,  
Teddy Dorsette  
III, Gary Ringer  
(Valaurian Waller  
for BridgeDetroit)*

**ARTS AND CULTURE**

BridgeDetroit launched [Resilience in the D](#), a community-driven series celebrating Detroiters who transform hardship into service. After receiving community nominations, BridgeDetroit profiled residents whose stories embody the city's innovative spirit and commitment to neighbors helping neighbors.

The series featured Niesha Lee, who brings her mobile salon to homeless shelters providing free haircuts and dignity; Gary Ringer, a retired firefighter who visits over 100 homes annually to ensure elderly residents stay safe; Teddy Dorsette III, a fifth-generation deaf-born Detroit building representation for the Deaf community through filmmaking; and Bettye Wright, whose TobeMC Senior Daycare provides meals, medical connections and community for southeast side seniors. Following the series, one of the profiled residents received the Spirit of Detroit award from City Council.

Reporter Micah Walker's broader arts and culture coverage complemented this community-centered approach, documenting how [Sweet Potato Sensations](#) continues its legacy after the loss of its patriarch and [profiling a Detroit couple](#) whose custard pies became a national hit. Walker also [examined challenges facing Detroit's arts institutions](#), including Michigan Shakespeare Fest, Detroit Opera and other groups grappling with federal cuts. This combined coverage demonstrated that the city's greatest assets are neighbors working together to strengthen their communities, amplifying voices often overlooked while celebrating the resilience and creativity that define Detroit.

**WHAT OUR READERS ARE SAYING**

"You folks are **FILLING A BIG GAP** in **MUCH-NEEDED** news **COVERAGE** about **DETROIT!** Thank you."

- Andy Ross

"You are **LOCAL, INDEPENDENT** and **PAYING ATTENTION** to the stories of life for Black and Brown people."

- Irene Lietz

"We need a growing base of **STRONG LOCAL JOURNALISM**, as an opportunity for next-gen journalists and for a credible base for policy development."

- David Andrea

"**I READ YOUR NEWSLETTER EVERYDAY.** Such great access to local reporting."

- Colleen Kidd

"I love supporting community-driven projects. I create great events that feature local businesses, independent artists and nonprofit organizations. BridgeDetroit is so wonderful about bringing attention to what **DETROITERS** need to **TAKE PRIDE IN.**"

- Monica "Mona Lizza" Hamlett



Michigan Journalism  
Hall of Fame

## Michigan Journalism Hall of Fame – David Zeman

Former Bridge Michigan senior editor David Zeman was named to the Michigan Journalism Hall of Fame in 2025, recognizing his extraordinary impact on Michigan journalism. Zeman joined Bridge in 2013, helping transform the outlet from a twice-weekly publication into a daily news source that earned hundreds of journalism awards. He retired in 2024 after more than a decade of leadership at Bridge and a celebrated career at the Detroit Free Press, where he oversaw the Pulitzer Prize-winning investigation into former Detroit Mayor Kwame Kilpatrick. Zeman is the third leader connected to the Center for Michigan to be inducted into the Hall of Fame, following founder Phil Power (2012) and former CEO John Bebow (2024).

# Honors & Awards



## Michigan Press Association

Center for Michigan journalists won 15 awards in the 2024 Michigan Press Association’s Better Newspaper Contest, with eight first-place finishes. Statewide recognition included the Public Service Award to Paula Gardner for her reporting on Michigan’s business incentive programs and a Best Writing Award to Ron French. Other first-place honors went to Bridge Michigan staff for enterprise reporting, news and feature writing, and photography. BridgeDetroit journalists earned seven awards in the local news category, highlighted by a Public Service Award for coverage of neighborhood development issues, along with recognition for reporting on politics, community engagement and feature writing.



## SABEW

Bridge Michigan senior business reporter Paula Gardner received national recognition from the Society for Advancing Business Editing and Writing, earning first place in explanatory reporting for her investigation into Michigan’s corporate subsidy programs. Her reporting revealed that the state allocated approximately \$335 million to create 11,400 jobs, yet 40 percent of those jobs paid less than the state’s median wage, raising concerns about the effectiveness of such investments. Judges praised Gardner’s work as **“a great example of accountability journalism”** for exposing how public incentives often failed to deliver on promised benefits.



## Society of Professional Journalists - Detroit Chapter

Bridge Michigan senior reporters Robin Erb and Ron French were named Journalists of the Year by the Detroit Chapter of the Society of Professional Journalists, marking the second consecutive year Bridge journalists have earned this top honor. Their recognition highlighted a months-long investigation into how Michigan counties are deploying funds from a \$745 million opioid settlement, yielding a series of stories raising important questions about the pace and effectiveness of the spending. In total, Bridge Michigan and BridgeDetroit earned 23 awards, with honors spanning investigative reporting, health coverage, feature writing, collaborative projects, newsletter strategy, and broadcast work produced with Detroit PBS.



*Ron French and Robin Erb were named Journalists of the Year by SPJ Detroit for their extensive reporting on the opioid crisis in Michigan. (Janelle D. James\Bridge Michigan)*

“Holly Shreve Gilbert and I teach journalism at Oakland University, and we encourage our students to read BridgeMI as **the very best source of quality, factual information** about public affairs in Michigan.

– Garry Gilbert



*Lisa Yanick Litwiller, a former Bridge Michigan editor, was inducted posthumously into Central Michigan University's Media Hall of Fame. (Bridge file photo)*



## CMU Media Hall of Fame

Central Michigan University posthumously inducted

former Bridge Michigan executive editor of innovation Lisa Yanick Litwiller into its Media Hall of Fame in 2025. A 2000 CMU journalism graduate, Yanick Litwiller joined Bridge in January 2024 and passed away from cancer in March 2024 at age 46. Though her time at Bridge was brief, her impact was profound: she led newsroom product innovation, collaborated in the expansion of Bridge Michigan’s newsroom, and remained committed to creating journalism that makes lives better across Michigan. Throughout her career, she was a passionate advocate for community journalism, having led award-winning investigations at the Center for Public Integrity and Hearst Newspapers. Her legacy of amplifying unheard voices and driving systemic change through storytelling continues to inspire journalists throughout Michigan.





Jena Brooker at Keep Growing Detroit farm in Eastern Market.  
(Scott Millington for BridgeDetroit)

“Because I am a journalist and want to support journalism — especially BridgeDetroit. It is **AN INCREDIBLY IMPORTANT PUBLICATION IN DETROIT AND BEYOND**. The reporters are all so talented!!”

– Sandy Hermanoff

“**I RELY ON BRIDGE DETROIT TO KEEP ME INFORMED** of what’s happening in my neighborhood and around the city. Malachi’s notebook is **ONE OF THE MOST VALUABLE NEWSLETTERS I READ!**”

– Meta Stange

## PROPUBLICA LOCAL REPORTING NETWORK FELLOWSHIP

BridgeDetroit reporter Jena Brooker earned a prestigious fellowship through ProPublica’s Local Reporting Network, becoming one of only five journalists nationwide selected in its third cohort. The fellowship allowed her to step away from daily coverage to devote herself full-time to a deeply reported investigative project on heavy industry in Detroit neighborhoods — unpacking how zoning, pollution, and industrial practices affect residents’ health, safety, and quality of life. Brooker’s fellowship builds on her award-winning track record, including consecutive Public Service Awards from the Michigan Press Association and recognition as Young Journalist of the Year by the Detroit chapter of the Society of Professional Journalists. Jena’s reporting for this fellowship will be published by BridgeDetroit in 2026.

## Leadership Development at Poynter

Two Center for Michigan staff members were selected for prestigious Poynter leadership programs in 2025, reflecting



the organization’s investment in developing strong newsroom leadership. BridgeDetroit managing editor Christine Ferretti was selected as one of just 25 journalists nationwide for Poynter’s Leadership Academy, an intensive fellowship that provides training in newsroom leadership, innovation and sustainability for mid-career journalists. Bridge Michigan deputy editor Jonathan Oosting was selected as one of 30 journalists for Poynter’s Essential Skills for Rising Newsroom Leaders workshop, a program focused on human-centered management skills, including talent retention, delegation, and leading productive conversations. Ferretti’s selection recognizes her leadership in guiding BridgeDetroit’s award-winning coverage and deepening its community engagement model, while Oosting’s honors his role in guiding Capitol coverage and mentoring reporters as Bridge Michigan has grown. Both bring valuable skills and strategies back to their newsrooms to advance the Center’s mission to deliver high-quality, nonpartisan journalism and engagement across Michigan.

# Partnerships



## Covering Detroit's Historic 2025 Election

BridgeDetroit provided comprehensive coverage of Detroit's 2025 election cycle, hosting a series of "Meet the Candidates" forums from May through July that gave residents direct access to candidates running for City Council, Board of Police Commissioners, and Mayor. Through in-depth reporting, voter guides and community engagement events, BridgeDetroit ensured Detroiters had the information they needed to make informed decisions at the ballot box. Our partners were critical in strengthening this coverage, bringing together trusted voices to serve the community during this pivotal moment in the city's future.



## Detroit Free Press



## Expanding Journalism Across Michigan Through Strategic Partnerships

Bridge Michigan deepened its commitment to statewide coverage through strategic regional partnerships that brought vital journalism to underserved communities. The Northern Michigan Journalism Collaborative, a groundbreaking initiative led by Interlochen Public Radio and Bridge Michigan with funding from Press Forward Northern Michigan, pooled resources from journalism outlets across northern Michigan to produce in-depth reporting on issues affecting the Tip of the Mitten and the Upper Peninsula. Additionally, Bridge Michigan's partnership with the Rural News Network expanded coverage of rural Michigan issues while sharing these important stories with readers nationwide, ensuring that voices from small towns and agricultural communities were heard both locally and beyond state borders.



## Republication Policy Expands Bridge's Reach

In September, the Center for Michigan proudly adopted a Republication Policy that fulfills our commitment to inclusivity and accessibility by meeting news consumers where they are with free access to all of our content. The policy makes [Bridge Michigan](#) and [BridgeDetroit](#)'s award-winning journalism available to news outlets under a Creative Commons license, allowing publishers to share our trusted, nonpartisan reporting with their audiences at no cost. Since its adoption, the policy has been embraced by a wide range of outlets — from local newsrooms like Planet Detroit and the Daily Press in Escanaba, to statewide networks including 21st Century Media papers and CBS Detroit, to national platforms such as U.S. News & World Report and The Associated Press member sites across the country. This strategic approach extends Bridge's award-winning reporting into local, state and national conversations, ensuring that high-quality Michigan journalism reaches more readers.

### What Our Readers Are Saying

"As independent journalism and news sources become harder to access, it is so important to have **accurate, unbiased coverage that the reader can trust**. The Bridge provides coverage of **topics that impact Michiganders**."

– Alyssa McGibbon

"**Bridge covers Michigan news like no other**. The reporting is **frank, unbiased and balanced**, and I can trust I will be informed after reading your work!"

– Kathryn Tanner

"Excellent **objective and unbiased coverage** on important topics **central to Michigan**."

– Bob Johnson

"I appreciate **independent journalism that focuses on our state**, along with the key industries within it."

– J.V. de la Fuente

"You have some of **the best journalism in Michigan** at a time when freedom of the press is harshly under attack. Keep up the fight. Keep up the great work."

– Mike Kent

"Your **outreach to both the UP and LP**, as promised in your name."

– Polly Friend

"You just **get better and better every year**. It's time to switch to being a sustaining member."

– Robert Skaggs

"Your news coverage is **the most interesting, nonpartisan I can find that is applicable to Michigan**. I don't even read anyone else but BridgeMI. I canceled my subscription to Detroit News and now I am giving what I was paying to them to you."

– Renee Wickliff

"There seems to be very little news coverage for lower peninsula northern Michigan. **Your information is very helpful**."

– Cynthia Cairns

"I love how you report the news with clarity and humor. And **it's obvious you care about Michigan**."

– Jeanica James

# Readers & Subscribers

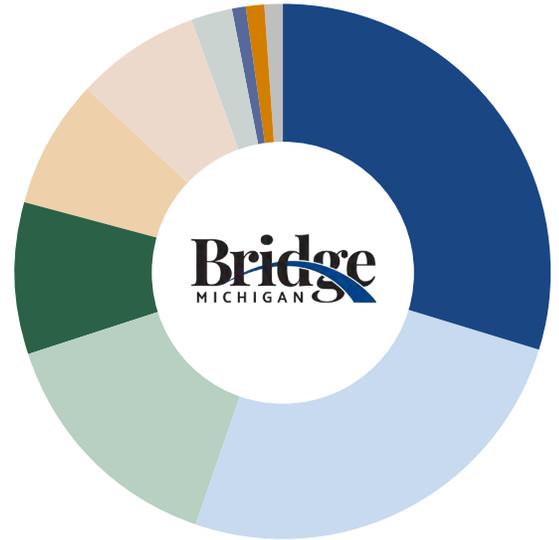
## Bridge Michigan

### Sources of Website Traffic

#### Audience Numbers

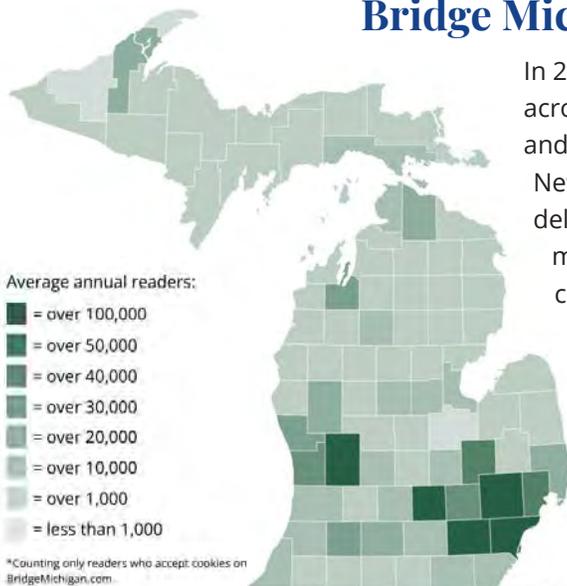
Bridge Michigan Newsletter Subscribers grew **9.1%** in 2025

30.46%	Google organic
26.42%	Direct
14.87%	Referral
9.58%	Bridge Newsletter
7.86%	Other search
7.58%	Facebook
2.68%	Google news
0.28%	Google ads
0.28%	Bridge Michigan App
0.24%	AI Tools



2021	2022	2023	2024	2025	
577,027	698,063	481,611	319,370	371,437	Average Monthly Unique Visitors
108,354	120,973	135,711	104,014	113,475	Newsletter Subscribers

### Bridge Michigan's Audience Growth



In 2025, Bridge Michigan saw meaningful and measurable expansion across its audience platforms, reflecting both strategic investments and evolving reader habits. A major milestone was the conversion to Newspack, a platform built specifically for news organizations; the shift delivered immediate improvements in site performance and SEO, helping more readers discover our reporting organically. Our mobile app also continued its rapid ascent, with downloads growing 22% to more than 15,400 and becoming one of our most engaged channels, with more stories per user read than on our website. Social platforms remained a powerful driver of new audiences, especially Instagram, where interest in our explanatory and community-focused content nearly doubled in 2025, reaching 18,081 followers. These gains underscore Bridge Michigan's continued commitment to meeting Michiganders where they are and ensuring trusted local journalism reaches as many people as possible.

# BRIDGEDETROIT

## SOURCES OF WEBSITE TRAFFIC



42.90%	Google organic
20.60%	Direct
12.98%	Referral
5.69%	Facebook
5.46%	BridgeDetroit Newsletter
4.35%	Other social
1.58%	Google news
1.43%	Other search
0.47%	AI Tools

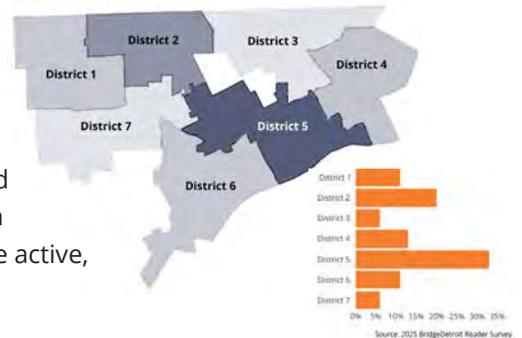
**AUDIENCE NUMBERS**  
**BRIDGEDETROIT REACHES AN AVERAGE OF 53,542 DETROITERS EVERY MONTH**

2021	2022	2023	2024	2025	
20,391	22,651	38,037	65,227	53,542	Average Monthly Unique Visitors
9,856	20,700	30,011	31,179	29,350	Newsletter Subscribers

### BridgeDetroit's Newsletter Subscribers

In early 2025, BridgeDetroit conducted a comprehensive cleanup of our subscriber list, removing over 9,000 disengaged accounts that hadn't opened emails in months. (A similar cleanup was completed for the Bridge Michigan subscriber list in 2024.) While this necessary step - recommended by Gmail and Yahoo to improve deliverability - initially reduced subscriber numbers, through strategic engagement efforts, we've since regrown the subscriber list to include active, engaged readers.

READERS BY DISTRICT



**Statewide reach:** Bridge Michigan covers all 83 counties

**Hyperlocal depth:** BridgeDetroit serves Detroit's diverse neighborhoods

Over **424,000** monthly readers trust our reporting

Over **142,000+** newsletter subscribers engage with our reporting directly

## Amplifying Our Reporting

Our reporting reaches far beyond Bridge platforms. In 2025, media outlets across Michigan and beyond turned to our journalists for their expertise and reporting, establishing Bridge Michigan and BridgeDetroit as trusted sources for understanding Michigan's most pressing issues.



70+

stories republished by local Michigan outlets and national platforms, including The Associated Press

20+

radio/podcast appearances on Michigan Public's Stateside and WDET's The Metro

22+

television segments on Off the Record and local news stations

7+

conference presentations, including panel participation and moderation

20

# Engagement

## From Our Statement of Values:

- We strive to build an engaged civic community.
- We seek a dialogue with readers and residents because the regular exchange of ideas through events and feedback benefits all of Michigan.
- We endeavor to be accessible to news consumers and to meet them where they are.

## Meeting Michiganders Where They Are

Our engagement work does more than distribute information. It builds community among readers, amplifies the impact of our journalism, and creates direct connections between residents and the decision-makers shaping Michigan's future. Together, we bring trustworthy news to every Michigander.

**Bridge Michigan** connects with readers statewide through digital channels, including newsletters, social media and partnerships with local newspapers. Our deep-dive investigations and journalism reach audiences through virtual events, in-person community gatherings, and online platforms designed for broad accessibility.

**BRIDGEDETROIT**'s engagement is rooted in community. We reach Detroiters online via our website, newsletters and social media. Recognizing that 33% of Detroit households lack reliable internet access, we also launched print products to bring journalism directly to neighborhoods — going door-to-door, hosting in-person resource fairs, and building partnerships with trusted local institutions like WDET, Detroit PBS and faith organizations.

19

Total Events

57

Featured Speakers

4000+

Participants



**In 2025, Bridge Michigan** brought over 4,000 readers together through engagement events that sparked curiosity and strengthened civic connections. Virtual midday Zoom sessions tackled pressing issues — from Trump's policies to Michigan's disappearing whitefish — while Culture Club gatherings explored Michigan stories through books and films like *I Cheerfully Refuse* and *Rouge*. Community conversations in Grand Ledge and Richmond created space for local dialogue, and partnerships like the All Too Clear screening and Detroit Story Fest participation helped us reach new audiences. Informal News Quiz Takeovers at local bars and breweries created lighter moments of civic connection, proving that trust grows when we meet people where they already come together.

12

TOTAL EVENTS

1200

PARTICIPANTS

5000

VOTER GUIDES  
DISTRIBUTED



**BRIDGEDETROIT** deepened its community engagement in 2025, reaching residents through door-to-door canvassing, distributing printed voter guides across neighborhoods, and launching the Detroit Next podcast in partnership with Detroit Is Different. The newsroom also hosted 10 election-focused events that brought Detroiters face-to-face with candidates. Meet the Candidates forums in all seven City Council districts, plus for at-large and Board of Police Commissioners races, tackled issues from voter engagement and immigration to zoning concerns and climate crisis. A mayoral forum featuring six candidates explored housing, public safety, taxes and neighborhood priorities. These efforts ensured Detroiters had direct access to the information and conversations shaping their city's future.

# Reader Survey Results

## From Our Statement of Values:

- We strive to be inclusive and accessible to all of our readers.
- We respect all perspectives of residents in all Michigan communities, and we endeavor to reflect them in our reporting and engagement.
- We endeavor to be accessible to news consumers and to meet them where they are, and build a dialogue with readers and residents because the regular exchange of ideas through events and feedback benefits all of Michigan.

## Bridge Michigan

In 2025, 3,696 readers completed the reader survey (up 26% from 2024). To better help Bridge Michigan understand its audience, this survey is sent to all Bridge Michigan newsletter subscribers and shared on our website and social media channels. The survey sample represents 3.26% of Bridge Michigan's total newsletter subscribers.

## What readers have done thanks to Bridge Michigan's journalism



69%

of respondents said that if Bridge Michigan ceased to exist tomorrow, they would feel they have lost a source of news they can't find anywhere else.

72%

of respondents said Bridge Michigan newsletters are almost always or always useful.

84%

of respondents said they do not detect any political bias in Bridge Michigan's reporting.



## BRIDGEDETROIT

In 2025, 320 readers completed the reader survey. To better help BridgeDetroit understand its audience, this survey is sent to all BridgeDetroit newsletter subscribers and shared on our website and social media channels. The survey sample represents 1.1% of BridgeDetroit's total newsletter subscribers.

## What readers have done thanks to BRIDGEDETROIT's journalism



**68%**

of respondents said that if BridgeDetroit ceased to exist tomorrow, they would feel they have lost a source of news they can't find anywhere else.

**74%**

of respondents said BridgeDetroit newsletters are almost always or always useful.

**87%**

of respondents said they read BridgeDetroit newsletters weekly or daily.

# Individual Support

## The Individual Charitable Donors Supporting our Work

Bridge Michigan	2021	2022	2023	2024	2025
Total Donations (household gifts <\$1,000)	\$874,084	\$964,140	\$1,026,542	\$1,061,939	\$1,137,047
Average Household Annual Donation Size	\$100	\$108	\$115	\$127	\$135
Supporting Members	8,743	8,926	8,925	8,386	8,442

BRIDGEDETROIT	2021	2022	2023	2024	2025
Total Donations (household gifts <\$1,000)	\$52,746	\$58,486	\$56,961	\$61,569	\$68,228
Average Household Annual Donation Size	\$107	\$102	\$100	\$105	\$106
Supporting Members	495	549	562	589	643

**37% of Bridge Michigan members and 41% of BridgeDetroit members are recurring donors.**

We are particularly grateful for these recurring members, whose monthly or annual donations give us the consistency to help make long-term budget decisions. Sustaining gifts are an important part of keeping our mission afloat.



### Welcome - Sally Freels

The Center for Michigan welcomed Sally Freels as Membership & Individual Giving Director, overseeing membership programs for both Bridge Michigan and BridgeDetroit. Sally brings more than 25 years of nonprofit leadership experience in fundraising, donor relations and membership development

across Southeastern Michigan. Her impressive background includes serving as chief development officer at the Girl Scouts of Southeastern Michigan and raising major gifts and sponsorships at the Detroit Institute of Arts. With her proven ability to build strong donor relationships and design strategic initiatives that grow philanthropic support, Freels is the perfect addition to our team as we work to expand and deepen our community of members who believe in the power of independent, nonprofit journalism.

# Our Financial Health & Sustainability

As a nonprofit organization, the Center for Michigan and our newsrooms — Bridge Michigan and BridgeDetroit — rely on the generosity of individuals, foundations and businesses to fund our reporting. Every dollar we receive returns directly to our mission of making Michigan better informed and more engaged. We are committed to building a financially sustainable model that will serve Michigan for years to come.

## Individual Donors Drive Our Work

Thanks to support from around the state, we raised **OVER \$1 MILLION DOLLARS** from more than 9,000 individuals for the fourth consecutive year! Individual giving has grown for eight straight years, reflecting the trust and commitment of our readers.

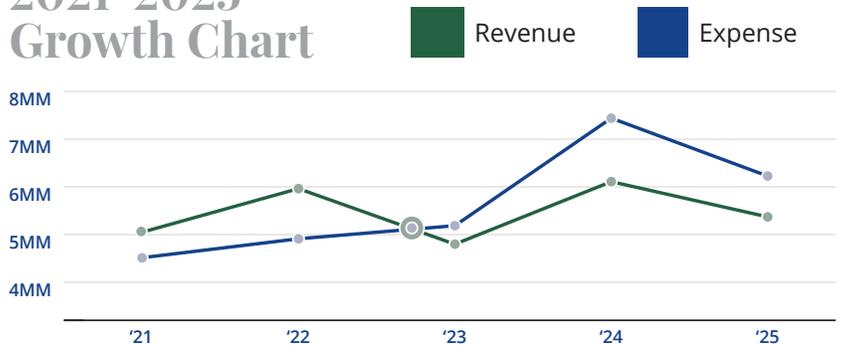
## Transparency

Our fundraising success is built on a foundation of journalistic integrity and independence. We adhere to the Institute for Nonprofit News standards for transparency and publicly disclose all donors who contribute \$5,000 or more annually.

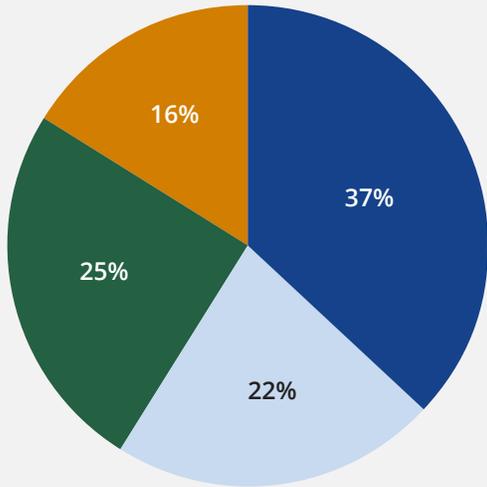
The Center, with the support of the Board, has focused on growth in the last few years, making an intentional decision to invest in growth with a small portion of financial reserves. The Center continues to have a healthy operating reserve and has had more than five consecutive years of growth in individual fundraising. A priority of the Center is building a sustainable model for nonprofit media and we believe, after nearly 20 years as a nonprofit and nearly 15 years of publishing, that we are well on our way to this model.

*These figures represent unaudited 2025 revenue and expenses for the Center for Michigan.*

## 2021-2025 Growth Chart



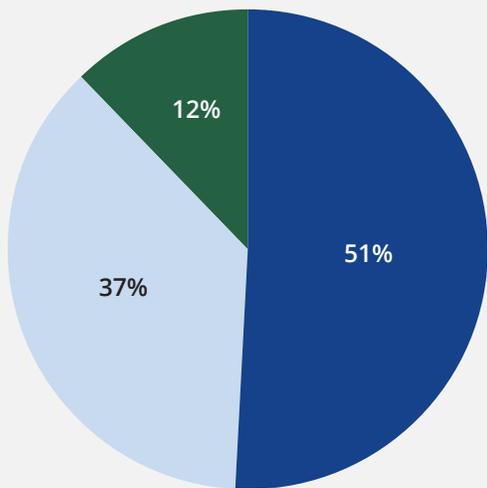
	'21	'22	'23	'24	'25
Revenue	\$5,051,072	\$5,963,874	\$4,799,282	\$6,110,398	\$5,371,535
Expense	\$4,515,844	\$4,912,563	\$5,187,212	\$7,441,071	\$6,227,232



## 2025 Revenue

37%	Foundation Grants
22%	Membership (Individual Charitable Gifts < \$1,000)
25%	Mid- & Major Giving (Charitable Gifts > \$1,000)
16%	Earned Revenue & Other Income

**\$5,421,536**



## 2025 Expense

51%	Newsroom/Journalism
37%	Administration and Fund Development
12%	Engagement

**\$6,236,332**



# Power Circle

Our Power Circle membership is a recognition program for individuals who have made significant investments in Bridge, designed as a way to bring these investors closer to the core of our work.

## Pleasant Peninsula Circle (\$5,000+)

Anonymous donor advised fund at  
The Chicago Community Foundation

Anonymous estate gift

Menakka and Essel Bailey

James and Donna Brooks

Thomas Buhr

Susan Burda

David Egner

Jennifer and Richard Farnsworth

Edie Goldenberg

Paul and Nancy Hillegonds

Denise and Jamie Jacob

Steven and Katherine Jacob

Mike and Sue Jandernoa

Cynthia and Jerry Larson

Katy Locker

Eleanor Luedtke

Joan Martin

James Murphy

Carol and David Myers

Posner Foundation of Pittsburgh

Phil Power

Jennifer R. Poteat and Michael B.  
Staebler

Rick Smith and Soon-Young Yoon

Charles Wilbur

## Blue Waters Circle (\$2,500-4,999)

Steve and Kathryn Bandstra

Richard Bond

Cynthia Ford and Edsel Ford II

Wendy Kersman

Jim and Kristina Kunz

Thomas Porter | Porter Family  
Foundation

Aaron and Veronica Seybert

Joy Whitten and Jeff Williams

Since its introduction in 2021, the number of donors in the Center for Michigan’s Power Circle has **grown 90%, to 118 members in 2025.** Together, these generous individuals **generated more than \$332,000 in reader support.**



## White Pine Circle (\$1,000-\$2,499)

Jeffrey Abt

Susan Ager

Janice Arps-Prundeanu

Gail W. Bagale

Edward Beckman

Jan Benedetti

Jeannine and Gregory Benedict

Alan and Sandy Burmester

Susan Buxton

Jon Bylsma and Jennifer Johnston

Randall Bytwerk

Kyle Caldwell

Laura Champagne

Michael J. Cole

Roberta Cramer

Eleanor Cruze and Kevin Hart

Nicholas Dahlin

Nicole de Beaufort

Wuanita Delaney

Stephen and Judy Dobson

Trey Eldridge

Robert and Linda Finkel

Douglas Garrity

Max Gates

Allan D. Gilmour | The Gilmour-Jirgens Fund

Norbert Goldfield

Cindy Goodaker

Wendy Greeney

Bob Grosshans

Thomas Guback

Louis Henkel

Nancy Herta

Kay and Al Huberty

Joyce Jenereaux

Saunteel Jenkins and Carl Bentley | Jenkins Bentley Family Fund

Stephen M. and Sue Ann Jessup

Dale Jones

David Katz

Donna Kelly

James and Natalie Kerby

Doug Kirk

Kathy and John E. Koettters

Katherine Kurtz and Raburn Howland

Stephen LaRiviere

Carol B. Levin, M.D.

Hugh R. McCombs

Anne Mervenne

Charles Monsma

Cathy Mueller

Dawneane Munn

Eric Nemeth

Patricia Nevala

Susan Newell

Debra Oberpeul

Jeffrey Ogden

Dennis Pace and Anne Grofvert

Jeffrey Padden

Margaret and Richard Patmos

Karl Pearson

Kirk Profit

Owen Pyle | Pyle Foundation

David Redfield

Julianne M. and Michael J. Riha

Milt W. and Barbara Rohwer

Jean Rowan

Dawn Schumann

David and Jeannette Sharpe

Mary Sharp and Rafael Javier

James Sherman

Bonita Singal

Kenneth Snodgrass

Barbara Spiecker

James and Lori Sprague

Linda Stafford

Michael Swieton

Sophie Tatarian

Ms. Anita and Dr. Ron Taylor

Linda Thibodeau

Lee and Nancy VandeBunte

Amanda Van Dusen and Curtis

Blessing | Van Dusen/Blessing Family Fund

Lynn Videka

Kathryn Vizas

Carla Walker-Miller

Patricia Warner

Brian Watson

Bonnie Woods, RSM

Susan O. and Jon Wooley



## What Our Readers Are Saying

"Excellent reporting on **issues important to Michigan**. Especially on education."

– Michael Rumsey

"I value your balanced **reporting about both the LP and the UP**."

– Barbara Rylko-Bauer

"Bridge provides **depth and exposure** on MI issues **that cannot be found elsewhere**."

– Richard McCormick

"You are the **nearest thing to a paper of record** in W. Michigan."

– John Considine

"You have **excellent reporters** focused on Michigan issues. **I am a regular reader**."

– Hugh Hufnagel

## Philanthropic Supporters

Arnold Ventures

Berrien Community Foundation

Cascade Engineering

Charles Stewart Mott Foundation

Community Foundation of Greater Flint

Consumers Energy Foundation

Frey Foundation

Ford Foundation

Google/Google News Initiative

Hudson-Webber Foundation

Institute for Nonprofit News

John S. and James L. Knight Foundation

Joyce Foundation

Kresge Foundation

Laybel Family Foundation

Local News Hub

McGregor Fund

National Institute for Health Care Management (NIHCM)

Open Campus

Power Foundation

Ralph C. Wilson, Jr. Foundation

Skillman Foundation

Steelcase Foundation

The Miami Foundation

W.K. Kellogg Foundation



# Sponsors

## Partners Supporting Independent Journalism

The Center for Michigan's sponsorship program offers businesses and organizations an opportunity to align their brand with trusted, nonpartisan journalism that Michigan's most informed readers depend on. Bridge Sponsors support high-quality reporting across our newsrooms — Bridge Michigan and BridgeDetroit — in key coverage areas. Sponsoring organizations demonstrate their commitment to an informed Michigan while reaching our audience of decision-makers, community leaders and civically engaged citizens.

### Education Watch:

MAPSA: Michigan's Charter School Association  
Michigan College Access Network  
Michigan Community College Association

### Environment Watch:

Charles Stewart Mott Foundation  
The Joyce Foundation  
Porter Family Foundation

### Health Watch:

Michigan Health Endowment Fund  
Ethel and James Flinn Foundation  
Michigan Association of Health Plans  
Michigan Health and Hospital Association

### Northern Edition:

Frey Foundation

### Western Edition:

Berrien Community Foundation  
Frey Foundation  
Steelcase Foundation

### BRIDGEDETROIT:

Activate Detroit  
Marx Layne

# Bridge Builders

## Organizational and Institutional Members Supporting our Work

The Center for Michigan's institutional membership program offers nonprofit and business organizations an opportunity to support our mission and reach our audience through marketing and sponsorship initiatives. Bridge Builders power high-quality journalism across our newsrooms — Bridge Michigan and BridgeDetroit — and allow us to help readers and leaders alike navigate this fast-paced era of change with daily in-depth coverage of the issues most important to Michigan.

### Leadership Circle Members (\$2,500)

Amway	Foundation
Bellwether Public Relations	Michigan Chamber of Commerce
Business Leaders for Michigan	Michigan Restaurant & Lodging Association
Cook Family Foundation	Public Sector Consultants
CRIMSON	VVK PR + Creative
Grand Valley State University	
Kresge Foundation	
Max M. & Marjorie S. Fisher	

### Community Partner Members (\$1,000)

Clark Hill	Michigan Environmental Council
CultureSource	Michigan Nonprofit Association
Fremont Area Community Foundation	Mondo Unlimited
Frey Foundation	Public Policy Associates
Grand Rapids Chamber of Commerce	Renaissance Venture Capital Fund
Gud Marketing	The Nature Conservancy - Michigan
McAlvey Merchant & Associates	University of Michigan - Gerald R. Ford School of Public Policy
Michigan Association of School Boards	
Michigan Association of State Universities	



# Support Our Work

## Bridge Michigan

Bridge Michigan sponsorship and membership demonstrate a public service commitment to civic health and informed communities, and provide statewide market access to diverse and engaged citizens, thought leaders and public officials.

Bridge Michigan's institutional giving programs are an opportunity to support our mission and reach our audience with marketing and sponsorship initiatives. Institutional members power Bridge Michigan's high-quality journalism and allow us to help readers and leaders alike navigate fast-paced change with daily in-depth coverage of the issues most important to Michigan.

## BRIDGEDETROIT

BridgeDetroit produces journalism that centers Detroit residents and the issues shaping life in the city. Our reporting combines deep neighborhood knowledge, credibility and growing influence, ensuring coverage that is trusted by communities and taken seriously by civic leaders and institutions. Partnering with BridgeDetroit means aligning with independent, community-powered journalism in a selective partnership environment that strengthens local dialogue and drives meaningful change in Detroit.

## What Our Partners Are Saying

"Investing in Bridge and their critical reporting helps **ensure Michigan residents are getting quality, factual information** about what's happening in the state - especially our educational needs to be an economic powerhouse in the future. Bridge has proven to be a **neutral investigator of the issues that matter.**"

*- Ryan Fewins-Bliss,  
Michigan College Access Network*

"Bridge's Health Watch delivers **clear, trusted reporting** on the healthcare issues affecting Michigan families and communities. The Michigan Health & Hospital Association is **proud to support journalism that deepens understanding** of the factors shaping healthcare access, affordability and delivery."

*- Brian Peters,  
Michigan Health & Hospital Association*

"**Advertising with Bridge has always been a win** for the Community Foundation. We're excited to support the publication and mission of Bridge while also **reaching the audiences engaged in making southeast Michigan a place where everyone can thrive.** The staff made advertising simple and easy with flexible options and fantastic results."

*- Ashley Collins,  
Community Foundation for Southeast Michigan*

**Join us in making a difference for Michigan while gaining valuable exposure for your brand!**

**For more information about sponsorship, Bridge Builders and advertising opportunities, please contact [ecarr@centerformichigan.org](mailto:ecarr@centerformichigan.org).**





# Our People

## Staff

Laurén Abdel-Razzaq  
Executive Editor *BridgeDetroit*

Leslie J. Allen  
Deputy Editor *Bridge Michigan*

Malachi Barrett  
Reporter *BridgeDetroit*

Jena Brooker  
Reporter *BridgeDetroit*

Emma Carr  
Revenue Development Specialist

Bill Emkow  
Growth Strategy Director

Robin Erb  
Senior Health Reporter  
*Bridge Michigan*

Rebecca Fedewa  
Development and  
Communications Specialist

Christine Ferretti  
Managing Editor *BridgeDetroit*

Sally Freels  
Membership and Individual Giving  
Director (started May 2025)

Ron French  
Senior Enterprise Reporter  
*Bridge Michigan*

Paula Gardner  
Senior Business Reporter  
*Bridge Michigan*

Jackquelyn Garrett  
Fund Development Specialist

Lauren Gibbons  
Senior Capitol Reporter  
*Bridge Michigan*

Laura Herberg  
Outdoors Life Reporter  
*Bridge Michigan*  
(started January 2025)

Jordyn Hermani  
Capitol Reporter *Bridge Michigan*

Arielle Hines-Glerum  
Digital Production Specialist

Justin A. Hinkley  
Regional Editor *Bridge Michigan*  
(started February 2025)

Kelly House  
Senior Environment Reporter  
*Bridge Michigan*

Bryce Huffman  
Engagement Editor *BridgeDetroit*

Janelle D. James  
General Assignment Reporter  
*Bridge Michigan*

AJ Jones  
Production and Technology Director

Kathy Kieliszewski  
Executive Editor of Innovation  
*Bridge Michigan*

Kim Kozlowski  
Senior Education Reporter  
*Bridge Michigan* (started July 2025)

Joel Kurth  
Executive Editor of Impact  
*Bridge Michigan*

Asha Lewis  
Digital Marketing Specialist

Katy Locker  
Chief Executive Officer

Isabel Lohman  
Education Reporter  
*Bridge Michigan*

Eli Newman  
Health Reporter *Bridge Michigan*  
(started May 2025)

Jonathan Oosting  
Deputy Editor *Bridge Michigan*

Diana Roginson  
Chief Operating Officer

Nushrat Rahman  
Reporter *BridgeDetroit* (in partnership  
with Detroit Free Press)

Simon D. Schuster  
Capitol Reporter *Bridge Michigan*

Micah Walker  
Reporter *BridgeDetroit*

Mike Wilkinson  
Senior Data Reporter  
*Bridge Michigan*  
(retired December 2025)



## Board of Directors

Regina Bell

Loyal Eldridge III

Rob Fowler

Cindy Goodaker

Paul Hillegonds  
Chair

Philip Power

Glenda Price

Devin Scillian

Sara Wycoff McCauley  
Vice Chair

Katy Locker  
*ex officio*

## Executive Advisors

John Bebow, Executive Advisor  
*The Center for Michigan (departed December 2025)*

Stephen Henderson  
Executive Advisor *BridgeDetroit*

## Internship Program Participants

Josh Boland  
Rochester Institute of Technology *Bridge Michigan*

Emilio Perez Ibarquen  
Michigan State University *Bridge Michigan*

Astrid Code  
University of Michigan *Bridge Michigan*

Johnathan Shephard  
Wayne State University *BridgeDetroit*

# Ways to support: Bridge Michigan

## READ AND SHARE

[bridgemi.com](http://bridgemi.com)

## SUBSCRIBE

[bridgemi.com/signup](http://bridgemi.com/signup)



## PARTICIPATE

[bridgemi.com/events](http://bridgemi.com/events)

## DOWNLOAD THE APP

To download the app, visit the App Store or Google Play and search Bridge Michigan.

## FOLLOW

 @bridgemichigan     @bridgemi.com  
 @bridgemichigan     @bridgemi.com  
 @bridge.michigan     bridge.michigan

## DONATE

[bridgemi.com/donate](http://bridgemi.com/donate)



## BRIDGEDETROIT

## READ AND SHARE

[bridgedetroit.com](http://bridgedetroit.com)

## SUBSCRIBE

[bridgedetroit.com/subscribe](http://bridgedetroit.com/subscribe)



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 bridgedetroit

## DONATE

[bridgedetroit.com/donate](http://bridgedetroit.com/donate)

