

Nebraska Journalism Trust

Policy 7: Sponsorship Acceptance Policy

Nebraska Journalism Trust benefits from the financial support of corporate and organizational sponsors. They share our belief that independent local journalism is essential to building stronger communities across Nebraska.

We offer sponsorship through our website, sponsored content, newsletter, social media, and events. Any sponsored content will not be produced by NJT editorial employees, and we retain the right to reject sponsored content that doesn't meet our editorial standards. Any sponsored content will be clearly labeled as such.

Our newsroom maintains complete editorial independence, and sponsorship agreements explicitly state our right to report on any topic, including sponsors themselves, without restriction or influence. You can read more about our editorial ethics policy here:

<https://nebraskajournalismtrust.org/wp-content/uploads/2025/03/Copy-of-NJT-Ethics-Policy-1.pdf>

When donors or corporate sponsors who have contributed \$5,000 or more are mentioned in our stories, we disclose their support in our story.

We will not accept sponsorships with misleading or deceptive content and images.

Nebraska Journalism Trust reserves the right to refuse any sponsorship that conflicts with our editorial independence, does not align with our mission and goals, and compromises our credibility and public trust.

Approved June 17th, 2025