Media Kit
January 2022
MISSION

The Better Government Association is a non-partisan, nonprofit news organization and civic advocate working for transparency, efficiency and accountability in government in Chicago and across Illinois.

PROFILE

The Better Government Association is one of the nation’s oldest nonpartisan, nonprofit investigative journalism and civic advocacy organizations. Founded in 1923, the BGA has devoted close to a century to promoting transparency, efficiency, and accountability in government in Chicago and across Illinois.

The BGA produces in-depth investigations focused on corruption, waste and inequity, exposing structural failings in government and advancing conditions for reform. The BGA has a 10-person investigative team, three of them Pulitzer winners, and through a partnership with the McCormick Foundation is growing its news and civic engagement teams. The BGA’s policy team operates independently of the newsroom, advocates for equitable and accountable government and litigates to expand access to public records and meetings. Civic engagement and partnerships help us expand the impact of our work, particularly in communities disproportionately affected by the failings of government.

The BGA has experts available to the media on a wide array of topics, including investigative and data journalism, FOIAs, public policy, civic engagement, philanthropy and nonprofit fundraising, among others.

For more information about the BGA, please visit bettergov.org.

ILLINOIS SOLUTIONS PARTNERSHIP

The Illinois Solutions Partnership is a partnership between the BGA and the Robert R. McCormick Foundation. The new startup will combine the BGA’s traditional investigative journalism with solutions reporting to provide Illinois residents the information they need to hold their government accountable and engage public officials and civic leaders in efforts to improve Illinois and Chicago.

Do you have questions about this media kit? Contact Nina Fuentes at nfuentes@bettergov.org.
OUR LOGO

The BGA logo MUST NOT be used without express permission from the Better Government Association. Contact the BGA marketing manager to request permission.

LOGO COLOR AND USAGE

The flat logo format is the preferred presentation of our logo. The two alternate logo formats are intended for use only when the preferred logo format will not work effectively.

Navy, HEX #003A63, is the preferred color of our logo. The two alternate colors, white and black are intended for use only when the preferred logo color will not work effectively.

The horizontal format is the preferred presentation of our logo. The two alternate logo formats, flag headers, are intended for use primarily online.

Flag Headers (primarily online)

CLEAR SPACE

To maintain the logo’s visual integrity, the area around the entire logo should be clear of other graphic elements such as typography, icons and other graphic devices.

The ideal clear space for the BGA logo is a space equal to twice the height of the “B” in “Better.” The minimum required clear space is equal to the height of the “B” in “Better.”
WATCHDOG PROGRAMS

- Illinois Solutions Partnership
- Audience Engagement

2021 WEBSITE TRAFFIC

- 3,299,410 page views
- 13,748 podcast downloads

SOCIAL MEDIA

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<tr>
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IMAGES

The stock images below are available for download. We ask that you credit each image as “Courtesy of the Better Government Association.” Please contact Nina Fuentes at nfuentes@bettergov.org should you need additional photos.

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