CRISIS READY MEDIA
SAFER JOURNALISTS. STRONGER STORIES.

EXECUTIVE SUMMARY | 2026

Designed for journalists, by journalists

Our mission is to empower journalists and advance press freedoms by providing industry-leading journalism safety education and resources to media professionals and news organizations, and to conduct research and publish reporting about the hazards and risks facing journalists.

300+
journalists trained since 2023

4.5 of 5
average participant evaluation of 2025 courses

75%
of 2025 spending went to programs

0
paid staff. The organization is volunteer-run

1 Who we are

A nonprofit center for journalist safety

Crisis Ready Media is a 501(c)(3) nonprofit founded in 2023 by photojournalists Bryan Woolston and Chris M. Post. They built the organization around one idea: safety training designed for journalists, by journalists, that addresses the specific risks of covering civil unrest, natural disasters and high-threat assignments.

Our instructors are working journalists who also bring deep emergency management, medical, military and security backgrounds. Training is practical, boots-on-the-ground and discussion based.

2 The problem we address

The people most at risk are the least likely to be trained

Journalists covering civil unrest, disasters, political violence and high-threat events in the United States are increasingly treated as targets, not observers.

Much of the hostile environment training available was built for corporate travel or international conflict deployments and priced for large institutions. Freelancers, student journalists and staff of nonprofit and under-resourced newsrooms, the people most often sent out alone, are the least likely to have had any training at all.

3 Four cornerstones

The foundation of every course and service

PHYSICAL SAFETY
Assess risk before an assignment and move safely in crowds, unrest and severe weather.

DIGITAL SECURITY
Protect devices, data, communications and sources.

TRAUMA-FOCUSED FIRST AID
Recognize and treat life-threatening injuries until help arrives.

MENTAL WELLNESS
Manage the psychological load of covering traumatic events.

4 Programs and services

Training builds the journalist's skills. Consulting builds the newsroom's capacity to manage risk

Program	Who it is for	What it covers
Domestic Hostile Environment and First Aid Training (D-HEFAT)	Staff, freelance and student journalists covering news in the United States.	Our core course. Civil unrest, natural disasters, political violence, mass-casualty events and hostile crowds.
Global HEFAT	Journalists, producers and fixers heading into international high-risk work.	Armed conflict, checkpoints and detention, kidnap, communications security and extended trauma care.
News Manager Hazard Awareness	Editors, assignment desks and newsroom leaders who send journalists out.	Reading a situation for risk, go and no-go criteria, check-in protocols and support after traumatic events.
Risk Advisor Services	Newsrooms facing heightened hazard, such as a convention, hurricane, election or large protest.	A dedicated safety advisor before and during coverage, deployed with the team where needed.
Military Bootcamp for Journalists	Journalists preparing to embed with or report alongside military units.	Ground rules, movement with a unit, reaction to fire and editorial independence. Delivered in partnership with U.S. Army Public Affairs.

Crisis Ready Media
Safer journalists. Stronger stories.
A 501(c)(3) nonprofit. EIN 93-4927139.

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1-855-NEWS-911 | crisisreadymedia.org
Support this work: donate.crisisreadymedia.org

5 Impact to date

Three years of training

- More than 300 journalists have completed Crisis Ready Media training since 2023.
- 2025 course evaluations averaged 4.5 out of 5.
- Two D-HEFAT courses were delivered free of charge to New York City freelancers.
- A Philadelphia D-HEFAT course is scheduled for March 2027, with outreach under way to regional newsrooms, college journalism programs and press associations.
- The Crisis Ready Report publishes original reporting on hazards facing journalists, free to every journalist and newsroom.
- Co-founder Chris M. Post received the National Press Photographers Association's second-highest award in 2020 for advancing journalist safety.

We collaborate with Reporters Without Borders, the Committee to Protect Journalists, Freedom of the Press Foundation and the International Media Support Group, and with organizations in public safety, emergency medicine, mental health and cybersecurity.

6 Financial overview

Lean, volunteer-run and focused on programs

Year	Total expenses	Spent on programs
2024	$27,809	73.5%
2025	$49,312	75%
2026 proposed budget	$75,000	

The organization has no paid staff. The co-founders and instructors work on a volunteer or per-course contract basis.

How courses are funded. Each course is budgeted at its full cost. Newsrooms pay for their staff to attend. Grants and sponsors help cover the cost for freelance and student journalists and staff of nonprofit newsrooms, so cost is never the barrier to safety training.

The 2025 Annual Financial Summary is available at crisisreadymedia.org.

7 Organization and governance

Crisis Ready Media, Inc.

Role	Name
Chair	Lucas Jackson
Vice chair	Chris M. Post
Secretary and treasurer	Kristina Nowitzki
Director	Scott Olson
Executive director	Bryan Woolston

A Connecticut nonstock corporation recognized by the IRS as a 501(c)(3) public charity, with exemption effective Dec. 7, 2023. EIN 93-4927139.

8 Priorities for the next two years

From a founder-led operation to a funded, repeatable program

1. Grow the board from five directors to between seven and nine.
2. Deliver a regional D-HEFAT series, starting with Philadelphia in 2027, with local newsrooms, college journalism programs and press associations.
3. Secure committed sponsor and grant funding for freelance, student and nonprofit seats.
4. Build a cash reserve equal to at least three months of operating expenses.
5. Expand instructor capacity beyond the co-founders so courses can run at the same time.

9 How to get involved

Four ways to support journalist safety

FUND A SEAT

Grants, sponsorships and gifts put freelance and student journalists and nonprofit newsroom staff through training.

HOST A COURSE

Newsrooms, universities and press associations provide a room and a group. We provide the instructors and the course.

PARTNER WITH US

Organizations sponsor sessions, named seats and training equipment, with cash or in-kind support.

SERVE ON THE BOARD

We are seeking directors with experience in fundraising, finance, nonprofit law, newsroom leadership and communications.

Contact. Bryan Woolston, executive director. bryan@crisisreadymedia.org. Toll free 1-855-NEWS-911. Book training or learn more at crisisreadymedia.org. Give at donate.crisisreadymedia.org.

Figures are cumulative since founding in 2023 unless a year is given. 2025 financial figures are unaudited. November 2026.