



**inside
climate
news**

**Building a Permanent
Home for Environmental
Journalism**

2014 Annual Report

<http://insideclimatenews.org>

Our Mission

InsideClimate News is a Pulitzer prize-winning, non-profit, non-partisan news organization that covers clean energy, carbon energy, nuclear energy and environmental science — plus the territory in between where law, policy and public opinion are shaped.

Our mission is to produce clear, objective stories that give the public and decision-makers the information they need to navigate the heat and emotion of climate and energy debates.

ICN by the Numbers

as of December 31, 2014



16,772
subscribers



44.4K
Twitter followers



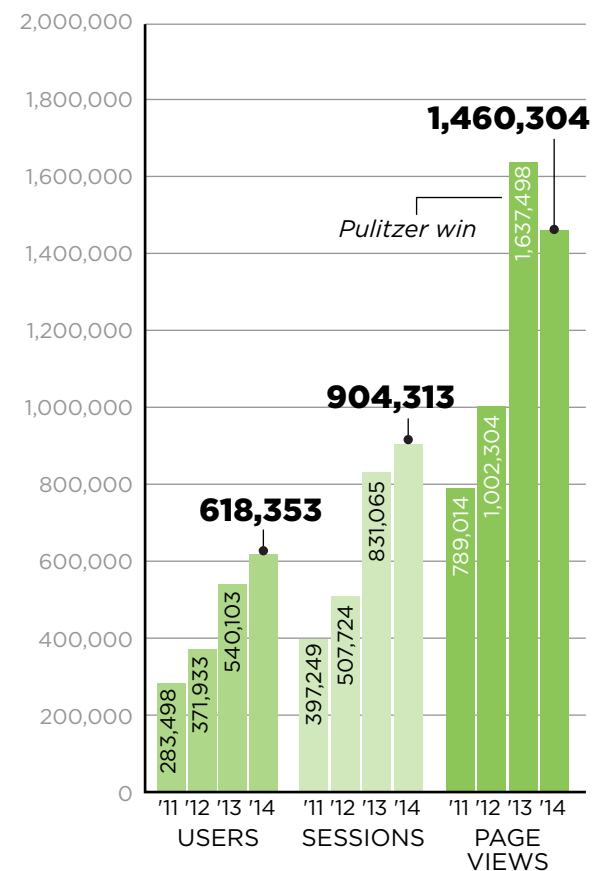
16,000
Facebook likes



400+
individual donors

Growth in Traffic

2011-2014



A Tiny Non-Profit Newsroom Making an Outsized Impact

OUR STORY is the quintessential media story of our time. We are a tiny non-profit trying to cover the biggest story in history. Why? Because traditional media, facing economic hardship, have fallen away from covering climate change and energy just when our society needs it most.

InsideClimate News was started on a shoestring as a blog in 2007. Our aim was to elevate the public discourse on a terribly misunderstood and poorly reported subject and hold leaders in government, industry and activism accountable for solutions.

We began by reporting on the emerging business case for climate action. This wasn't controversial at the time. Major corporations were engaged with both political parties to meet the challenge of global warming with comprehensive federal legislation. Every president beginning with George H.W. Bush vowed to lead the world to solve the problem.

The momentum crashed and burned. In Copenhagen in 2009, a global climate pact crumbled; in Washington in 2010 a long-awaited federal climate law failed. The free market recoiled from accountability for the consequences of carbon pollution.

This dovetailed with another threat to the fundamental health of our democracy. The media industry began to buckle under pressure to survive in the Internet age, with widespread shutdowns and massive layoffs. Fewer environmental and science reporters were left to tackle the issue of the rapidly changing climate and its widespread implications.

ICN jumped into this yawning gap in the media landscape, a tiny player seeking a big impact. Then, in 2013 we won the Pulitzer Prize for National Reporting. It was a groundbreaking moment, transformative — like being struck by lightning. The recognition helped propel our start-up into a thriving news operation of 14 people.

We are striving to keep pace with these developments. In 2014, we detached from our fiscal sponsor that had incubated us, and we became our own non-profit with our own board of directors. An ambitious strategic plan has us off to a roaring start in 2015. We are redesigning our website and investing in audience development to improve the reach of our work.

Our journalism continues to think big. Watch for our coverage of the road to the UN climate talks in Paris in December; the evolving regulatory agenda on carbon emissions; ongoing fights over fracking, pipelines, oil trains and coal terminals; climate science and extreme weather; the growth of the clean energy economy; the carbon budget and fossil-fuel divestment. Also look for installments of an ongoing project on climate accountability.

ICN has come a long way from our modest beginnings, but challenges remain in supporting and expanding our work. Philanthropy, able to prioritize social over monetary returns on investment, has almost singlehandedly funded us, but we are working to diversify our sources of revenue. We hope to match every philanthropic dollar with one from another source so we can double in size and come to full scale. We are building sustainably, to serve the public interest for decades to come.

The need for our work has never been greater and we're just getting started.

David Sassoon
Founder and Publisher, *InsideClimate News*

What We Produce

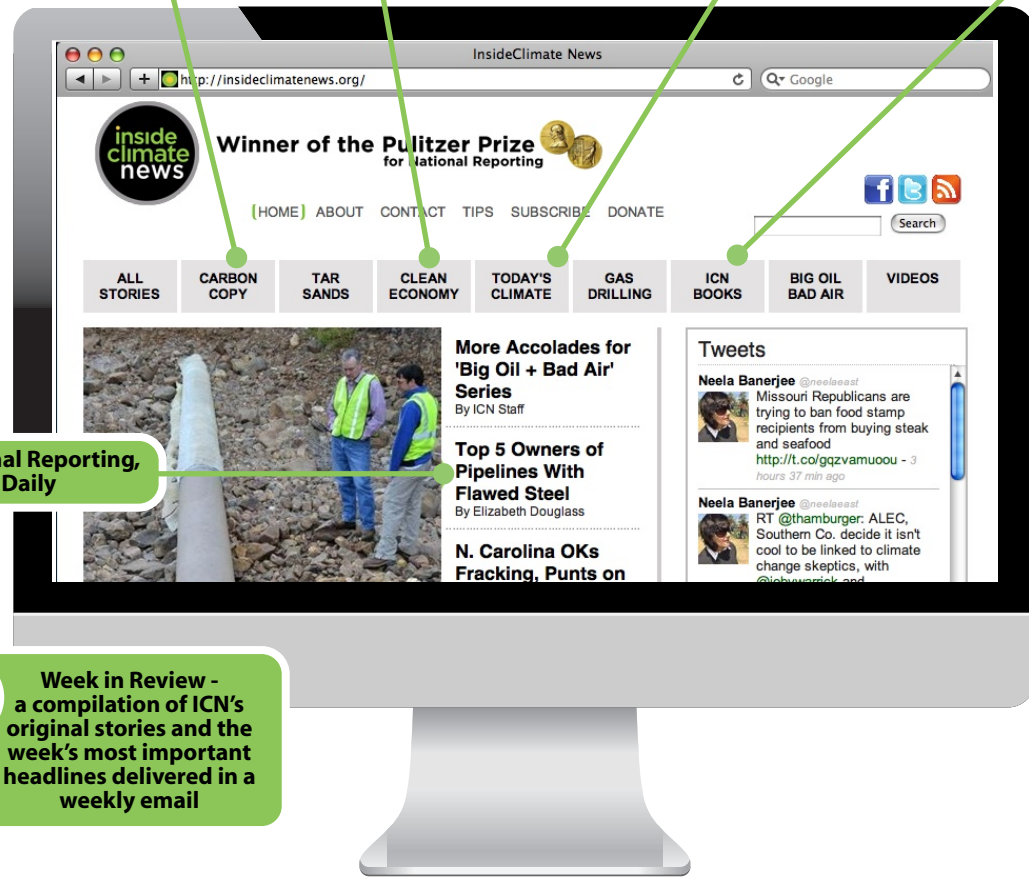
Carbon Copy - a blog covering climate, energy, science and politics

Two Daily Headline Aggregations

"Clean Economy Wire"

"Today's Climate"

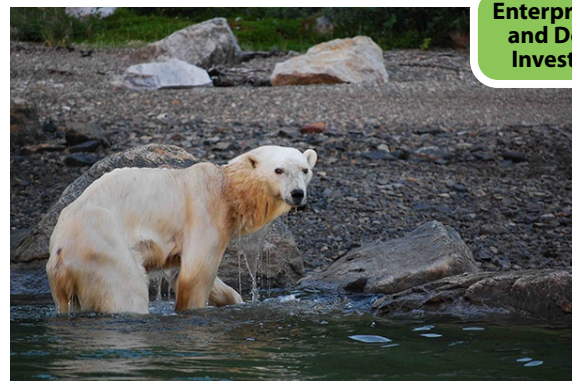
ICN Books



Our Original Reporting, Published Daily

Week in Review - a compilation of ICN's original stories and the week's most important headlines delivered in a weekly email

Enterprise Stories and Deep-Dive Investigations

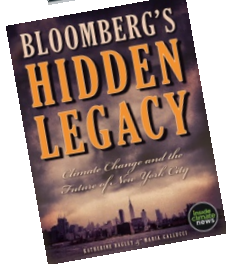
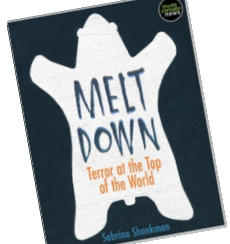
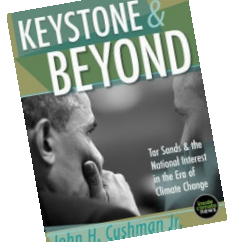
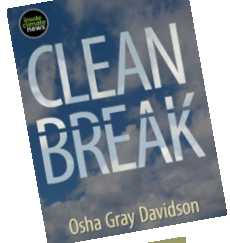
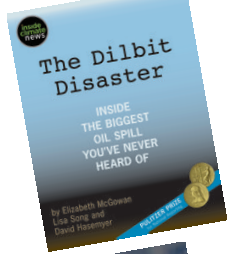


from "Meltdown - Terror at the Top of the World"



from "In Fracking's Wake"

Our Most Important Stories



Documentary Videos in collaboration with media partners



from "Boom: North America's Explosive Oil-by-Rail Problem" with The Weather Channel

Waste Pit Emissions — The Big Unknown

The open-air waste pits used in oil and gas production contain chemicals known to affect human health. But because air emissions from pits are rarely monitored, it's impossible to know if they release chemicals in quantities large enough to cause problems for nearby residents. The four chemicals shown below are some of the most studied compounds. Not shown are dozens of others, including cyclohexane and trimethylbenzene, that can also be dangerous.

POTENTIAL HEALTH IMPACTS OF FOUR AIRBORNE CHEMICALS

Benzene Can cause leukemia, damage blood cells and the nervous system.	Ethylbenzene Can cause respiratory problems and damage the nervous system.	Toluene Can damage liver, brain, kidneys and developing fetus.	Xylene Can damage liver, kidneys and nervous system.
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All four chemicals irritate the eyes, nose, throat and skin to varying degrees. Headaches, dizziness, lightheadedness, nausea and vomiting are also universal reactions to these chemicals.

SOURCES: National Institute for Occupational Safety and Health (NIOSH); Agency for Toxic Substances and Disease Registry (ATSDR); California Office of Environmental Health Hazard Assessment (OEHHA); health experts Celeste Montezon and Wilma Salber

Hydraulic Fracturing at a Glance

America's oil and gas boom was made possible by hydraulic fracturing, which uses a mix of water, sand and hazardous chemicals to blast through shale rock to release hydrocarbons. High-profile cases of water contamination have generated fears that fracking might endanger water supplies.

THE PROCESS

- A well is drilled several thousand feet deep into a layer of shale, which contains deposits of natural gas or oil.
- In order to release significant quantities of oil and gas, a pressurized mixture of water, sand and chemicals is forced into the shale.
- Oil and natural gas are extracted via the well along with fracking waste.

HAZARD Pits collect fracking waste, though the majority of the fracking fluids stay underground.

HAZARD Hazardous chemicals have been detected underground, and in the water and air around fracking pads.

HAZARD If the well sheath fractures or otherwise fails, carcinogens in fracking fluids (such as benzene and formaldehyde) can leak into the groundwater.

HAZARD More than 100,000 gallons of frack water are pumped into the well.

HAZARD The high-pressure mix creates small fissures in the shale, releasing hydrocarbons which are collected via the well. The sand keeps the fissures open for a continuous "bleed."

Diagram not to scale
SOURCES: Greenpeace; Reuters; InsideClimate News research

Original Infographics

Ruptured Oil Pipeline Undermined by River

On Jan. 17, the Poplar Pipeline leaked more than 30,000 gallons of oil into the land near Yellowstone River near Glendive, Mont. The spill's cause is under investigation, but subsequent inspection showed about 110 feet of the line was exposed and vulnerable to damage.

2011 In 2011, severe summertime flooding lasted into July and the pipeline company checked the line's "depth of cover." A couple months later the Poplar was still buried at least eight feet below the Yellowstone river bed. The company planned to check again in 2016.

2015 Nearly 3.5 years after the last depth survey, the Poplar pipe failed. Cleanup crews have been hampered by ice covering the spill site and other parts of the Yellowstone.

More than 100,000 gallons of frack water are pumped into the well. The high-pressure mix creates small fissures in the shale, releasing hydrocarbons which are collected via the well. The sand keeps the fissures open for a continuous "bleed."

Diagram not to scale
SOURCES: InsideClimate News research by ELIZABETH DOUGLASS

ICN's Place in the National Media Landscape

Journalism is a collective, collaborative enterprise, an endless civic discussion on public display. News organizations compete with each other but form a common enterprise. Together, they work to cover all the angles of a complex story like climate change. In the seven years we have been publishing, ICN has become an important fixture in this landscape. We may be small, but we are a big part of the conversation.

Our focus is the story of the century. To borrow from Dr. Martin Luther King Jr., it revolves around the central questions of whether, and how quickly, the arc of free market economic prosperity will bend toward global environmental justice.

We have collaborated with other news organizations on stories about regulation and policy, pipeline ruptures and toxic pollution, aquifers and unconventional fuels,

fracking and exports, clean energy and job creation, parts per million of CO₂ and science, and more.

We've started vital conversations; we've continued others that our colleagues started; and we've corrected many that had been debased through misinformation campaigns. This is no small task, because many powerful interests fund those campaigns and the media available to challenge them has been shrinking.

We are sure we've been a great help to our colleagues at newsrooms around the country, where cuts have left many publications with no one to even cover the beat.

We have elevated the discourse and enlarged the dialogue, seeking to do what journalists have always done: demand accountability. And with this story, the stakes could not be higher.

Our Media Partners

InsideClimate News partners with other media organizations to enhance distribution of our work, to collaborate on investigations, and to produce video documentaries. They include:



Our Awards

2015	Association of Health Care Journalists	First Place Category: Investigative (large)	"Big Oil, Bad Air" by Lisa Song and Dave Hasemyer (Partners: Center for Public Integrity and The Weather Channel)
2014	EPY Awards, Editor and Publisher Magazine	First Place Category: Best Investigative/Enterprise Feature on a Website	"Bloomberg's Hidden Legacy: Climate Change and the Future of New York City" by Katherine Bagley and Maria Gallucci
	Deadline Club of the Society of Professional Journalists	First Place Category: Independent Digital Media	
2013	Pulitzer Prize	Winner Category: National Reporting	"The Dilbit Disaster" by Elizabeth McGowan, Lisa Song and Dave Hasemyer
	Rachel Carson Environment Book Awards, The Society of Environmental Journalists	First Place	
	Deadline Club of the Society of Professional Journalists	First Place Category: Reporting by Independent Digital Media	
2012	John B. Oakes Award for Distinguished Environmental Journalism	Honorable Mention	
	Scripps Howard Awards	Finalist Category: Environmental Reporting	
	James Aronson Award	Winner Category: Social Justice Journalism	
	Society of Professional Journalists, San Diego Pro Chapter	First Place Category: Daily Reporting and Writing	



Our Media Appearances

ICN reporters are frequently invited to discuss their stories on radio and television, or contribute to print publications. Here are some highlights of ICN in the news:



The World (PRI)
ICN reporter **John H. Cushman, Jr.** discusses the Keystone XL pipeline project.



The Rachel Maddow Show (MSNBC)
ICN reporter **Elizabeth Douglass** discusses a spike in pipeline ruptures.

The New York Times
ICN Publisher **David Sassoon** authors an op-ed about the dangers of transporting diluted bitumen.

The New York Times

WBEZ (Chicago Public Radio)
ICN reporter **Elizabeth Douglass** speaks about America's \$3 billion commitment to the Green Climate Fund.



KUT (Austin Public Radio)
ICN reporter **Dave Hasemyer** discusses Texas regulators who lost their jobs for enforcing the rules.



The Washington Post
ICN Publisher **David Sassoon** talks about his online showdown with the Koch Brothers.

The Washington Post

Capital New York
ICN is cited as a case study in the surge in non-profit journalism.



The Takeaway
ICN reporter **Zahra Hirji** discusses local fracking bans in New York State.



The Colbert Report
Publisher **David Sassoon** holds his own discussing ICN's Pulitzer Prize with Stephen Colbert.

Living on Earth
ICN reporter **Elizabeth Douglass** speaks about the divestment movement.



PBS NewsHour
ICN reporter **Katherine Bagley** discusses Michael Bloomberg's climate leadership.



Democracy Now
ICN reporter **Sabrina Shankman** speaks about the melting Arctic and starving polar bears.

The Brian Lehrer Show (WNYC - New York City Public Radio)
ICN reporter **Lisa Song** speaks with Brian Lehrer about toxic air pollution produced by fracking.



The Leonard Lopate Show (WNYC)
ICN reporters **Katherine Bagley** and **Maria Gallucci** talk about Michael Bloomberg's climate legacy.



Grist
ICN reporters **Katherine Bagley** and **Maria Gallucci's** book about NYC Mayor Michael Bloomberg's climate record is reviewed.



WHYY Public Media
Senior ICN reporter **John H. Cushman, Jr.** speaks about regulation of power plant emissions.

American Press Institute
Publisher **David Sassoon** answers ten questions about ICN's content and strategy.

Columbia Journalism Review
ICN is profiled for its work reporting on the Kalamazoo oil spill, which "led the pack."



Scientific American
ICN graphic artist **Paul Horn** had his infographics on fracking and air pollution republished.



ICN Staff



David Sassoon
Founder and Publisher

David Sassoon is the founder and publisher of InsideClimate News. He has been a writer, editor and publisher for 25 years, involved with public interest issues: human rights, cultural preservation, healthcare, education and the environment. He earned his undergraduate degree from Harvard University and a master's degree from Columbia University's Graduate School of Journalism.



Stacy Feldman
Executive Editor

Stacy Feldman is co-founder, executive editor and occasional reporter for InsideClimate News. From 2008-2010, she was its energy reporter and foreign editor, reporting extensively on clean energy technologies, forestry issues and the United Nations climate change negotiations in 2009 and 2010. Feldman has a master's degree in international affairs from Columbia University.



Lynn Zinser
Audience Engagement Editor

Lynn Zinser is the audience engagement editor for InsideClimate News. Before joining ICN in 2015, she spent 11 years as an editor, reporter and producer for *The New York Times*. She has also worked as a reporter for several other newspapers, including *The Star-Ledger* in Newark, the *Colorado Springs Gazette*, the *Philadelphia Daily News*, the *Charlotte Observer* and *Memphis Commercial Appeal*. Zinser has a degree in journalism from Syracuse University.



John H. Cushman, Jr.
Reporter

Jack Cushman is the author of ICN's Carbon Copy blog and "Keystone and Beyond: Tar Sands and the National Interest in the Era of Climate Change." Before joining ICN, he was a writer and editor with the Washington bureau of *The New York Times* since 1978, where he covered climate and the environment during the Clinton administration. He served on the board of governors of the National Press Club and was its president in 2000. He has taught brief courses in media and environmental law at the Vermont Law School.



David Hasemyer
Reporter

David Hasemyer co-authored "The Dilbit Disaster" which won the 2013 Pulitzer Prize for National Reporting. Prior to joining InsideClimate News, he was a freelance journalist. He also had an award-winning tenure at *The San Diego Union-Tribune* as an investigative reporter. Hasemyer holds a bachelor's degree in journalism from San Diego State University.



Neela Banerjee
Reporter

Neela Banerjee is a Washington-based reporter for ICN. Before joining ICN, she spent four years as the energy and environmental reporter for the *Los Angeles Times'* Washington bureau. Banerjee has also covered global energy and the Iraq War for *The New York Times*. Banerjee has a degree from Yale and grew up mostly in south Louisiana.



Lisa Song
Reporter

Lisa Song joined InsideClimate News in January 2011. She is a co-author of "The Dilbit Disaster" series, which won the 2013 Pulitzer Prize for National Reporting. She previously worked as a freelancer, contributing to *High Country News*, *Scientific American* and *New Scientist*. Song has degrees in environmental science and science writing from the Massachusetts Institute of Technology.



Sabrina Shankman
Reporter and Producer

Sabrina Shankman is a producer and reporter for InsideClimate News. She joined InsideClimate in the fall of 2013, after helping produce documentaries and interactives for the PBS show "Frontline" since 2010. Prior to working with Frontline, Shankman reported for ProPublica, *The Wall Street Journal* and the Associated Press. Shankman holds a master's degree from UC Berkeley's Graduate School of Journalism.



Elizabeth Douglass
Reporter

Elizabeth Douglass writes about energy for InsideClimate News. She has more than two decades of experience as a business writer at daily newspapers, including a 10-year stint at the *Los Angeles Times*, where she spent the last half of her tenure covering energy. She holds a bachelor and master's degree from Northwestern University's Medill School of Journalism.



Katherine Bagley
Reporter

Katherine Bagley is a reporter for InsideClimate News who covers the intersection of environmental science, politics and policy, with an emphasis on climate change. She is co-author of the InsideClimate News book "Bloomberg's Hidden Legacy: Climate Change and the Future of New York City" and winner of the Deadline Club's Award for Reporting by Independent Digital Media.



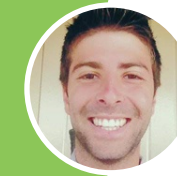
Zahra Hirji
Reporter

Zahra Hirji is a catch-all energy and climate reporter for InsideClimate News. Previously, her work has been featured in a mix of online and print publications, including Brown's alumni magazine, *Discovery News* and *EARTH* magazine. She has a master's degree in science writing from the Massachusetts Institute of Technology and a bachelor of arts in geological sciences from Brown University.



Naveena Sadasivam
Researcher & Reporter

Naveena Sadasivam is a reporter covering energy policy and science. Prior to joining ICN, she worked at ProPublica where she wrote about fracking and water issues. Sadasivam's work has also appeared in *Scientific American*, *Scienceline.org* and *OnEarth*. She has a degree in chemical engineering and a master's degree in environmental reporting from NYU.



Alexander Wood
Business Development Associate

Alex Wood joined ICN in November 2014 to enhance the organization's fundraising efforts. He has experience in non-profit fundraising and development at the Drug Policy Alliance, the leading drug policy reform organization in the U.S. Wood holds a bachelor's degree in urban studies from The New School in New York City.

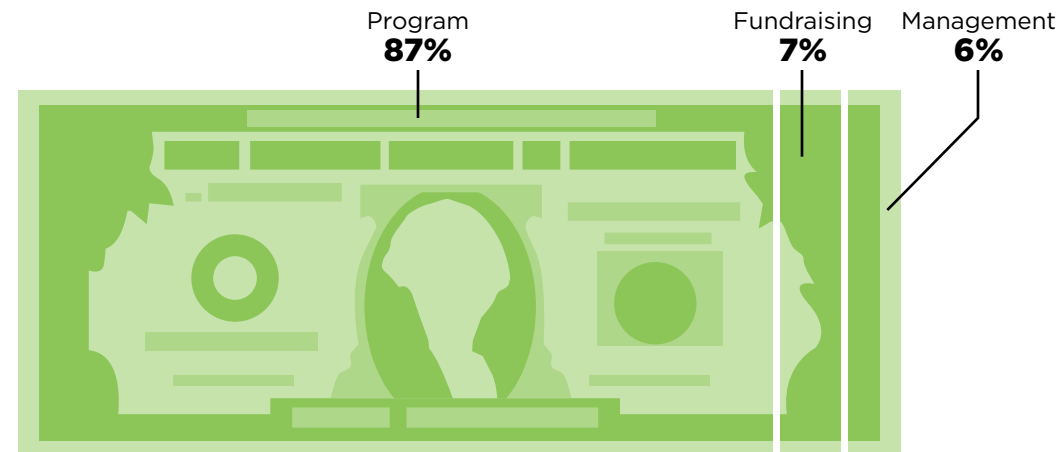


Paul Horn
Graphics Journalist

Paul Horn has been supporting ICN reporters' stories with infographics, locator maps, charts and diagrams since 2012. He brings an award-winning, 25-year pedigree to the table, featuring long tenures at *Reno Gazette-Journal*, *The San Diego Union-Tribune*, *Copley News Service/Creators Syndicate* and *Infographic World*.

Allocation of Funds

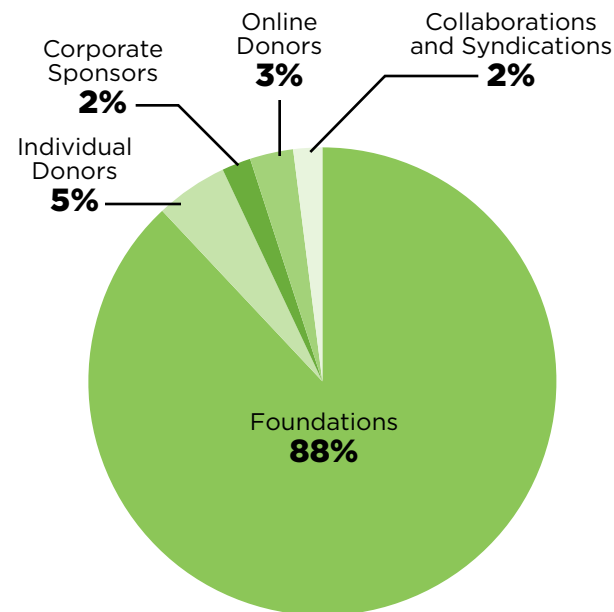
How we spent \$961,152 in 2014:



Allocation percentages as per audited financial statements through December 31, 2014

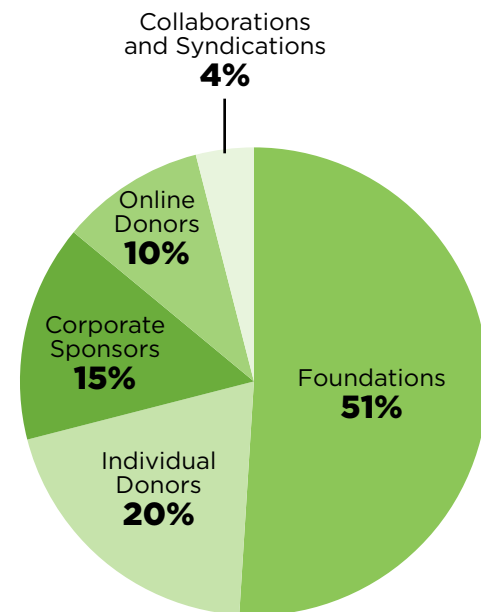
Where We Are

Revenue in 2014



What We're Aiming For

Goals for Future Revenue



ICN is grateful for contributions from the following individuals

ICN Visionaries

(contributing \$50,000+)

Simon and June Li Stephen and Jill McDonnell



ICN Champions

(contributing \$5,000 - \$25,000)

Guillaume de Ramel Lawrence and Linda Rodman



ICN Leaders

(contributing \$500 - \$4,999)

Janet Alderton
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Jill & Bill Bintzer
Angelica Braestrup
Gary Cozette
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InsideClimate News is a 501(c) 3 tax-exempt organization supported primarily by grants from charitable foundations. About 90% of our funds are used to pay staff and contributors to report, write, illustrate and edit stories. The remainder is used for fundraising and management.

Our institutional donors, listed below, support our independent work and do not have access to our editorial decision-making. Individual supporters are listed on pages 11-12.

COMMON SENSE FUND



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MARISLA
FOUNDATION



For giving inquiries, or missing or incorrect listings, please contact Alex Wood at alex.wood@insideclimatenews.org

“...The outlet has grown into a bastion of investigative reporting with a long institutional memory, following up on stories that the rest of the attention-deficit-disordered media has either ignored or forgotten about.”

—**Columbia Journalism Review**

“Some observers suggested that [ICN’s] Pulitzer was a statement of sorts by the five judges that selected the national reporting winner — a way to support both aggressive coverage of the subject matter and the thrifty way InsideClimate News goes about it.”

—**The New York Times**

“Their great work offers hope that even as the fortunes of the mainstream media wax and wane.....good journalism will always be with us.”

—**Time Magazine**

“It’s possible that small operations watching niche markets could change the news as much as craigslist, Google, online advertising, and instant access to news [have]...This little company could embody the future of investigative journalism: small, lean, and totally focused.”

—**EContent**

“Too few mainstream news outlets take climate change seriously, approach it knowledgeably, or cover it on an ongoing basis. InsideClimate News has stepped into that void, bringing old-fashioned journalistic values to bear on the 21st century’s most important story.”

—**David Roberts**
Grist

“I read many climate news services, but I learn a great deal that is new, and often disturbing, in InsideClimate News. Its coverage is uncommonly deep and specific.”

—**Michael B. Gerrard, Director**
Center for Climate Change Law
Columbia Law School

“These guys do serious work seriously well. They break stories, provide context — and the information they uncover powers campaigns.”

—**Bill McKibben**
Journalist, author, activist