



**Building a Permanent Home
for Environmental Journalism
in America**

**2018
Annual
Report**

insideclimateneeds.org

About InsideClimate News

InsideClimate News is a Pulitzer Prize-winning non-profit, non-partisan news organization that provides essential reporting and analysis on climate, energy and the environment for the public and decision-makers. We serve as watchdogs of government, industry and advocacy groups and hold them accountable for their policies and actions. Already one of the largest environment newsrooms in the country, ICN is committed to establishing a permanent national reporting network, training the next generation of journalists, and strengthening the practice of environmental journalism.

ICN by the Numbers

as of December 31, 2018



31,337
subscribers
(+37% over 2017)



100,000
Twitter followers (+18%)



75,000+
Facebook likes (+1%)



133,362
newsletter impressions
per week (+18%*)

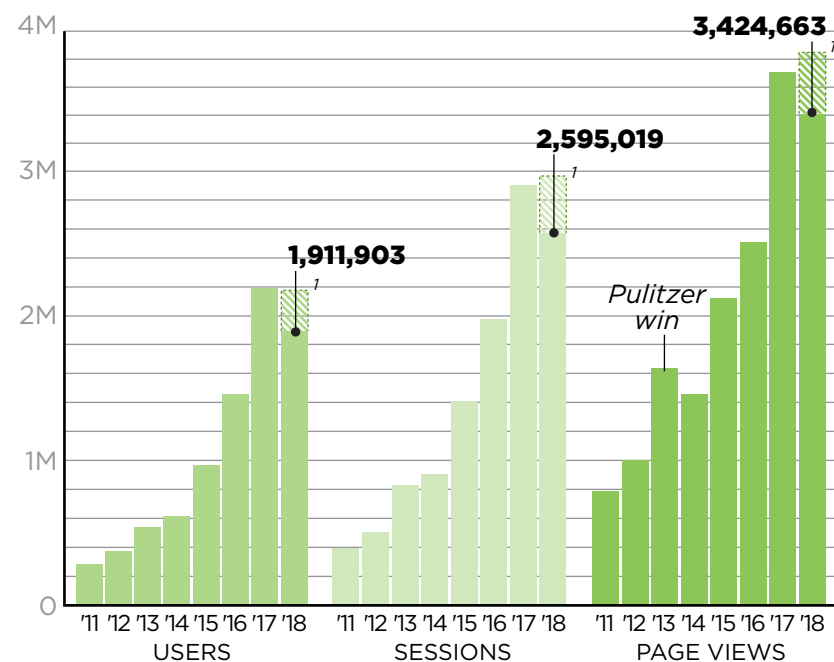


3,000+
individual donors
(+50%)

*even though two daily newsletters were consolidated into one

ICN Traffic Trends

2011-2018



2017

ICN saw a larger-than-usual growth in traffic as a result of the 2016 election outcome.

¹ICN saw more than a 40% decline in referral traffic from Facebook, like many other news organizations. The hatched increment charts the loss.

Breaking the Silence

Dear Reader,

The environmental journalist, a distinct species within the reporter genus, is a recent arrival to journalism. We date roughly to the epoch of Rachel Carson, whose scientific research pointed to the need for watchdogs to protect the natural world. Ever since, the press has been sniffing out human insults to the environment, because our lives depend on it.

Carson published her groundbreaking book, *Silent Spring*, more than two centuries after John Peter Zenger famously defended the freedom of the press against a colonial governor who wanted to silence him. Still, she was ruthlessly attacked for telling scientific truths about the dangers of pesticides by the industry that manufactured them.

Breaking the silence is both the daily and perennial work of journalism, and it takes many forms. Over the years we have spent a lot of our time at ICN exposing fraudulent misinformation about climate science, and the many bad actors who perpetuate it.

Last year we began a new effort to address a more pernicious silencing of the truth that has descended upon our body politic: the quiet that has come because environmental reporters are in short supply in the vast middle of the country. Our species has been suffering a dangerous decline in numbers.

We launched our National Environment Reporting Network to reverse the trend. We hired a reporter in the South and one in the Midwest, hosted workshops for colleagues at other outlets in those regions and entered into productive collaborations. We are expanding the network into other regions, too, strengthening the capacity of local news to report on issues critical to the next election.

We pursued our own stories to break the silence, too. We took our Finding Middle Ground series to five new locations in the country. We also produced work to speak to new audiences unaccustomed to frank climate conversation.

Dangers Without Borders, some of it co-published with NBC News, challenged the armed forces community to look at how climate change is undermining military readiness. *Harvesting Peril* spoke the truth to farmers not only about the threat posed to their way of life by extreme weather and climate change, but also who has been telling them otherwise, and why.

That series earned us two first place awards from the North American Agricultural Journalists association, and this comment from the judges: "This is an incredible piece of reporting that should be mandatory reading for every farmer—no, make that every American."

Our non-profit newsroom is the biggest of its kind in the nation. We make the claim proudly even if we have only 16 people. We never seem to have enough staffers, and certainly across the nation our species needs to come back from the brink to spark civic discussion where it's most needed. As we do, we can take solace in the example of both John Peter Zenger and Rachel Carson, for they have shown us it takes only one voice to break the silence.

David Sassoon
Founder and Publisher, *InsideClimate News*



2007-2018 12 Years of Journalism

How ICN became the largest dedicated climate newsroom in the country

2007

- ICN founded by David Sassoon & Stacy Feldman with funding of \$150,000 from the Rockefeller Brothers Fund
- The original website launches as a fiscally sponsored project of Public Interest Projects (now Neo Philanthropy)
- 57,000 journalists are working at daily newspapers around the country

2008

- ICN makes top 10 list of climate sites ranked by Technorati
- Financial crisis in journalism starts to shut down or shrink news outlets

2009

- 47,000 journalists are left working at daily newspapers around the country
- Reuters begins publishing ICN stories during Copenhagen climate talks

2010

- Reuters enters into formal agreement to publish ICN content
- 42,000 journalists are left working at daily newspapers around the country

2011

- Susan White becomes executive editor
- ICN grows its full-time staff to four people

2012

- Bloomberg News enters into agreement to publish ICN content
- Lisa Song, David Hasemyer and Elizabeth McGowan cover the Kalamazoo oil spill and pipeline safety in a project called The Dilbit Disaster
- ICN's annual budget crosses \$500,000

2013

- The New York Times dismantles its environment desk
- Only about a dozen environment reporters remain at top 5 U.S. newspapers
- Jack Cushman joins ICN
- ICN wins Pulitzer Prize for National Reporting for *The Dilbit Disaster: Inside the Biggest Oil Spill You've Never Heard Of*
- ICN publishes *Bloomberg's Hidden Legacy: Climate Change and the Future of New York City*

2014

- ICN detaches from its fiscal sponsor and becomes its own 501(c) (3)
- Larry Rodman becomes first chair of the board of directors, which includes Michael Northrop, Susan Kish and Simon Li
- ICN publishes:
 - *Keystone and Beyond: Tar Sands and the National Interest in the Era of Climate Change*
 - *Big Oil & Bad Air on the Texas Prairie* in collaboration with the Center for Public Integrity and The Weather Channel
 - *Meltdown: Terror at the Top of the World*

2015

- Susan White steps down, Stacy Feldman steps in as executive editor
- Neela Banerjee joins ICN as senior investigative reporter
- *Big Oil & Bad Air* wins National Press Foundation energy writing award and seven additional awards from other juries
- ICN relaunches its website
- ICN publishes *Exxon: The Road Not Taken*
- 33,000 journalists are left working at daily newspapers around the country

2016

- Grantham Foundation provides a five-year \$1.5 million grant to ICN
- *Exxon: The Road Not Taken* is a finalist for the Pulitzer Prize for Public Service and wins ten other awards
- ICN wins EPPY award for best web site redesign/relaunch
- Norman Pearlstine, Jennifer 8. Lee and Ted Loewenthal join the board of directors
- ICN launches its membership program, the ICN Circle

2017

- ICN publishes *Choke Hold: The Fossil Fuel Industry's Fight against Climate Policy, Science and Clean Energy*
- ICN publishes *Finding Middle Ground: Conversations Across America About Climate Change*
- ICN launches *Clean Economy Weekly* newsletter
- Stacy Morford joins ICN as Senior Editor
- ICN expands its full-time staff to 15 people
- ICN's annual budget reaches \$1.8 million
- ICN celebrates its 10th anniversary at Time Inc. headquarters

2018

- ICN publishes:
 - *Harvesting Peril: Extreme Weather and Climate Change on the American Farm*
 - *Dangers Without Borders: Military Readiness in a Warming World*
- Jim Bruggers joins ICN, launches Southeast hub of Environment Reporting Network
- Dan Gearino joins ICN, launches Midwest hub of Environment Reporting Network
- ICN convenes reporting workshop in Nashville for a dozen journalists from local outlets
- ICN launches summer Institute for Environmental Journalism for inaugural class of 25 high school students

Finding Middle Ground Conversations across America about climate change

In 2017, ICN began to search for an elusive geography: the middle ground on climate change, with help from writer Meera Subramanian. She continued her search in 2018, which has now included nine communities, mapped below. Her lyrical and healing body of work captures the complicated connections that Americans have to the places that sustain them. It's timely work for a warming world touched more frequently by disruption and calamity.



Fly-Fishing on Montana's Big Hole River, Signs of Climate Change Are Everywhere



'It's Going to End with Me': The Fate of Gulf Fisheries in a Warming World



They Know Seas Are Rising, but They're Not Abandoning Their Beloved Cape Cod



Generation Climate: Can Young Evangelicals Change the Climate Debate?

Environment Reporting Network

How we are working to revive environmental journalism

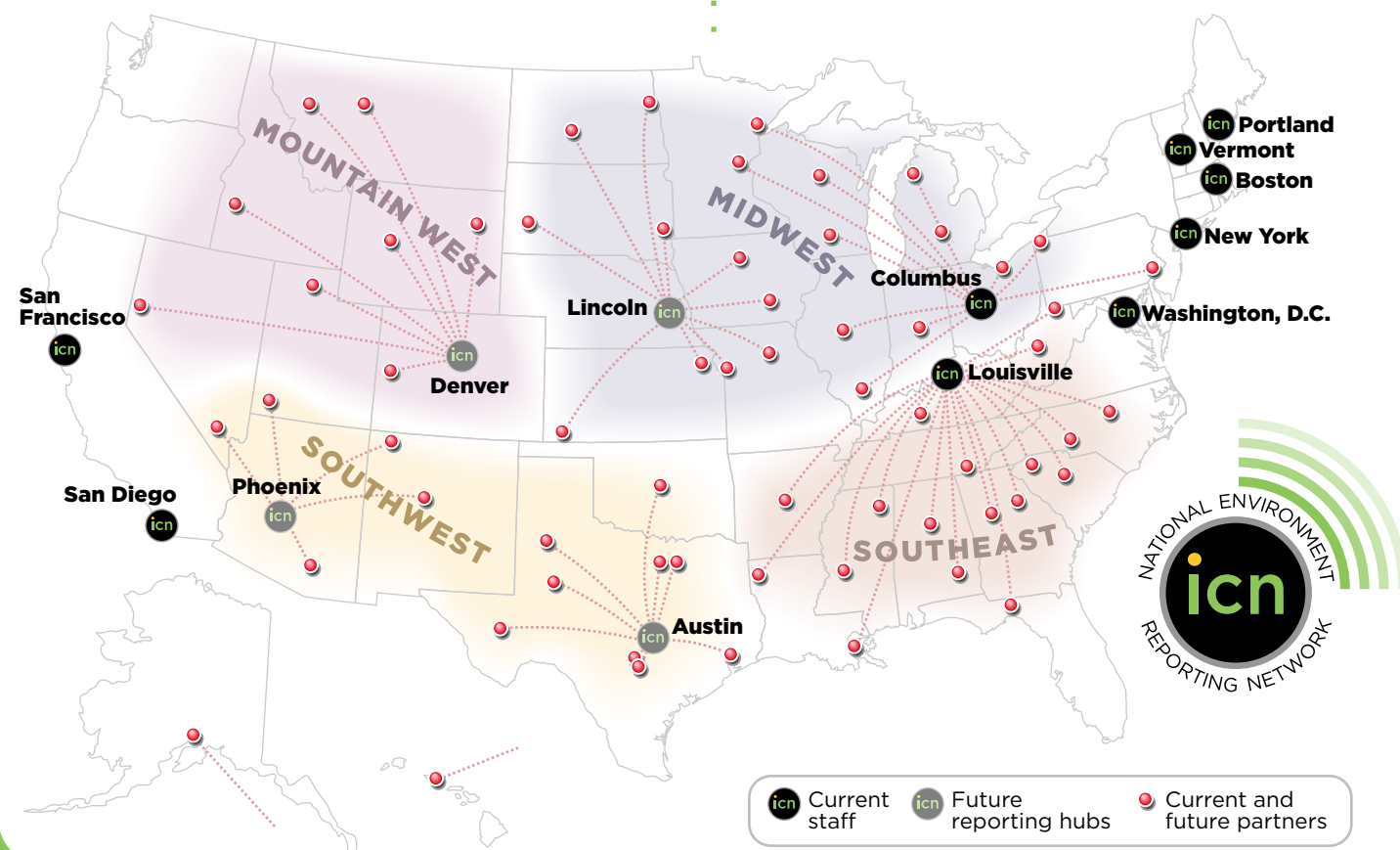
ICN has grown over the last 11 years into one of the nation's largest environmental newsrooms. We have simultaneously witnessed environmental journalism all but vanish from small, trusted outlets in the nation's interior. As a result, ICN is now working to strengthen local newsrooms through trainings and collaborations, acting as a catalyst for an environment reporting network to serve readers for many years to come.

SOUTHEAST FOCUS

- ▶ Industries Try to Strip Power from Ohio River's Water Quality Commission
- ▶ Atlanta Charts a Path to 100 Percent Renewable Electricity
- ▶ With Hurricanes and Toxic Algae, Florida Candidates Can't Ignore the Environment
- ▶ Cost of Coal: Electric Bills Skyrocket in Appalachia as Region's Economy Collapses

MIDWEST FOCUS

- ▶ Can Illinois Handle a 2000% Jump in Solar Capacity? We're About to Find Out.
- ▶ Net-Zero Energy Homes Pay Off Faster Than You Think—Even in Chilly Midwest
- ▶ Rural Jobs: A Big Reason Midwest Should Love Clean Energy
- ▶ Enbridge Deal Would Replace a Troubled Great Lakes Pipeline, But When?



Institute for Environmental Journalism

Training the next generation of environmental reporters

Last July, we launched a summer journalism program for teens. Award-winning instructors and journalists taught the fundamentals of journalism and best practices in sourcing, interviewing, research and writing. Students applied what they learned to stories they pursued about environmental justice, climate change and renewable energy.

In 2019, ICN's summer Institute for Environmental Journalism will be hosted at the New School in New York City and the College of the Atlantic in coastal Maine.



"I now want to find out what people and companies and politicians are doing to solve global warming."



"The mentors helped me so much. To get one-on-one feedback really helped with my writing."



"Now, in writing my college applications, I am asked what my favorite word is. I would say "fearless," because this program showed me I am capable of anything."

Aleina Dume
 York Early College Academy
 IEJ Cohort 2018

Dangers Without Borders

How threats to national security are being multiplied by climate change



Dangers Without Borders: Military Readiness in a Warming World



The U.S. Military Needed New Icebreakers Years Ago. A Melting Arctic Is Raising the National Security Stakes.



U.S. Nuclear Fleet's Dry Docks Threatened by Storms and Rising Seas

Video: Storms and Rising Seas: Norfolk Naval Shipyard at Risk



Harvesting Peril

How the farm lobby's opposition to action on climate change is putting at risk the very farmers it represents

How the Farm Bureau's Climate Agenda Is Failing Its Farmers



The Farm Bureau: Big Oil's Unnoticed Ally Fighting Climate Science and Policy

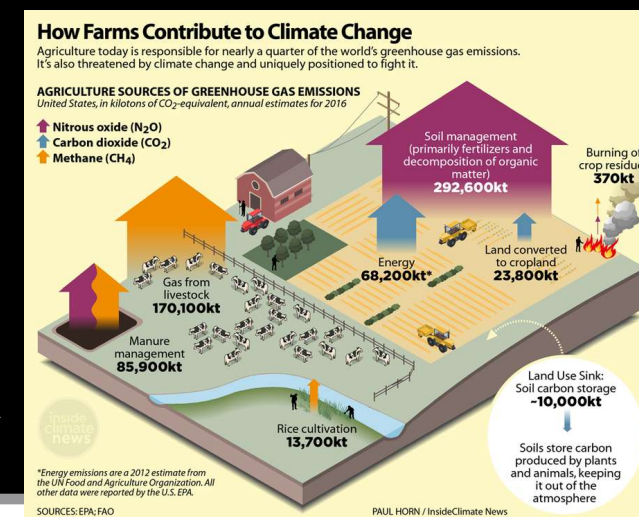


Industrial Agriculture, an Extraction Industry Like Fossil Fuels, a Growing Driver of Climate Change



U.S. Taxpayers on the Hook for Insuring Farmers Against Growing Climate Risks

Infographic: Why Farmers Are Ideally Positioned to Fight Climate Change



Awards

ICN reporters have won many of the most prestigious awards in journalism conferred by juries of our peers. Since 2012, our news outlet has won 36 national and regional awards and recognitions, including the Pulitzer Prize for National Reporting. They provide unimpeachable validation for the value and importance of non-profit news in our evolving media landscape.



THE JOHN B. OAKES AWARD



The Pulitzer Prize
Winner, 2013
Finalist, 2016



Edgar Allen Poe Award

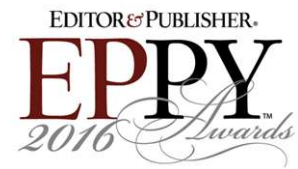


Shorenstein Center

Goldsmith Prize for Investigative Reporting
Finalist, 2016



SOCIETY OF ENVIRONMENTAL JOURNALISTS



EDITOR & PUBLISHER
EPPY
2016 Awards



SAN DIEGO PRESS CLUB



NATIONAL PRESS FOUNDATION



SOCIETY OF AMERICAN BUSINESS EDITORS AND WRITERS



Robert F. Kennedy Journalism Award



SCRIPPS HOWARD AWARDS
Meaningful Awards for Significant Journalism



ASSOCIATION OF HEALTH CARE JOURNALISTS



The Izzy Award



Knight Foundation
Knight-Risser Prize



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Sabrina Shankman
Reporter, Producer



Stacy Feldman
Co-Founder, Executive Editor



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Larry & Linda Rodman

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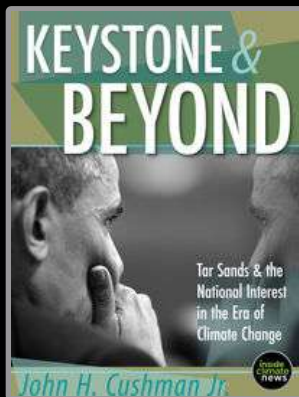
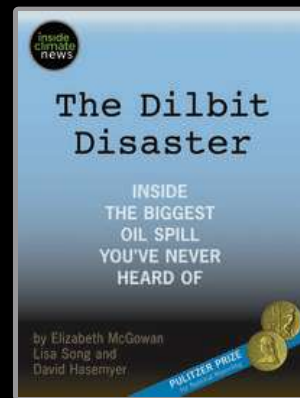
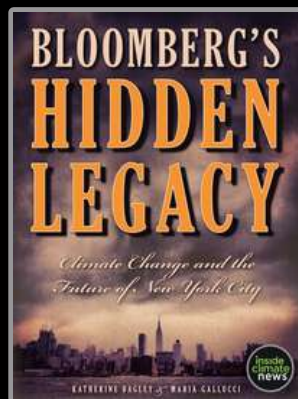
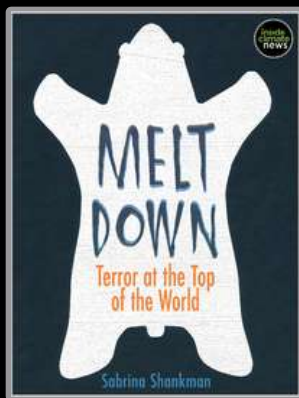
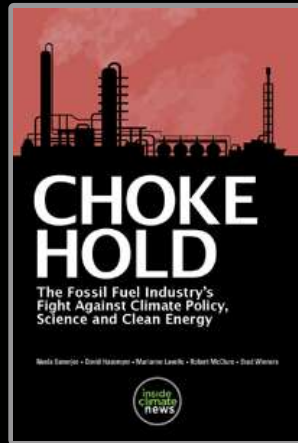
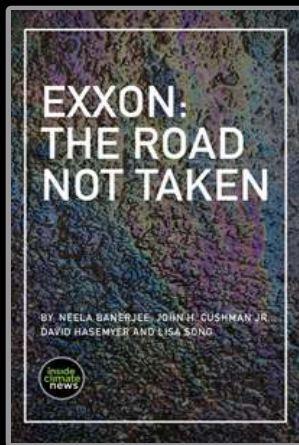
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