

# **Inside Climate News**

**Celebrating 15 Years of  
Groundbreaking Journalism**

## ICN Turns 15

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Over the last 15 years we have steadily built our media platform without a paywall to counter misinformation and tell the true climate story to Americans everywhere.

We now run the largest dedicated climate newsroom in the nation with a staff of 25 and a \$3M budget.

**Here's a look at our journey from tiny start-up to America's climate media juggernaut.**

## Humble beginnings

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Inside Climate News launched in October 2007 with a two-person team and a little bit of pilot funding.

We were working from a sublet room in a law firm, and the day we went live, our website logged 102 pageviews. The second day, it had 53.

*This year ICN is on track to reach more than 20M views and +250k email subscribers!*

## Early years: Filling a critical gap

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We built a national news organization to fill critical gaps in reporting on climate change, during a time when the number of journalists working at newspapers declined by half.

The nation's policymakers and the media hardly talked about climate change for many crucial years, **but we did.**

### NPR Reduces Its Environment Team to One Reporter

NPR says move to shift reporters off the environment beat was driven by an interest to cover other fields more in depth.

By Katherine Bagley  
October 24, 2014



### New York Times Dismantles Its Environment Desk

Times says demise of the nine-person team, created in 2009, won't affect climate coverage.

By Katherine Bagley  
January 11, 2013





## Pulitzer Prize Winner, 2013

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In July 2010, a ruptured pipeline sent more than 1 million gallons of oil into Michigan's Kalamazoo River, a massive spill of diluted bitumen, or dilbit, from Canada's tar sands, the heaviest, stickiest kind of oil. The spill triggered the most expensive cleanup in U.S. history.

Inside Climate News followed the story and won the 2013 Pulitzer Prize for National Reporting for our ten-part series on a disaster most Americans had never heard of.

*At the time, ICN had a staff of 6 and an annual budget of just \$550,000.*



## #ExxonKnew... and now the world does, too

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In 2015 Inside Climate News published a game-changing investigation, an explosive nine-part series called Exxon: The Road Not Taken. It would spawn the global hashtag #ExxonKnew and earn many of journalism's highest honors, including Pulitzer Prize recognition again.

*“What they discovered through deep dives into company archives and interviews with former employees is the most consequential cover-up in human history.”*

*- Bill McKibben*



# Unparalleled coverage of the climate crisis: Highlights of our work

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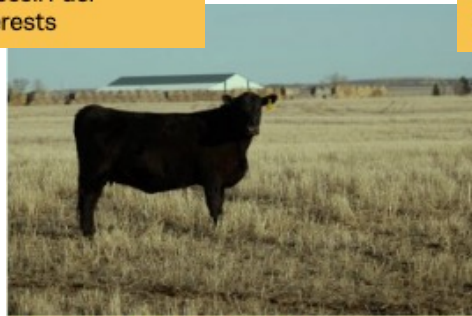
2017

**Choke Hold:** How the Fossil Fuel Industry Guards Its Interests

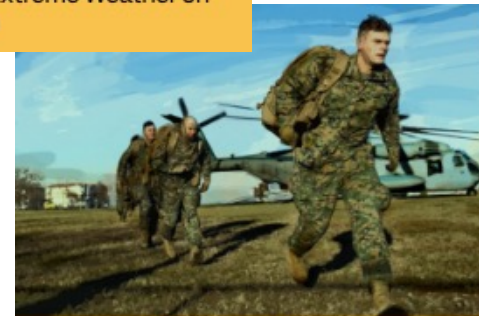


2018

**Harvesting Peril:** Extreme Weather on the American Farm



**Finding Middle Ground:** Climate Conversations Across America



**Dangers Without Borders:** Is the Military Ready for Warming?



## **Repairing and uplifting a broken corner of local journalism**

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We began our second decade aiming to fill another critical gap – the one opened by the rapid and alarming demise of local journalism.

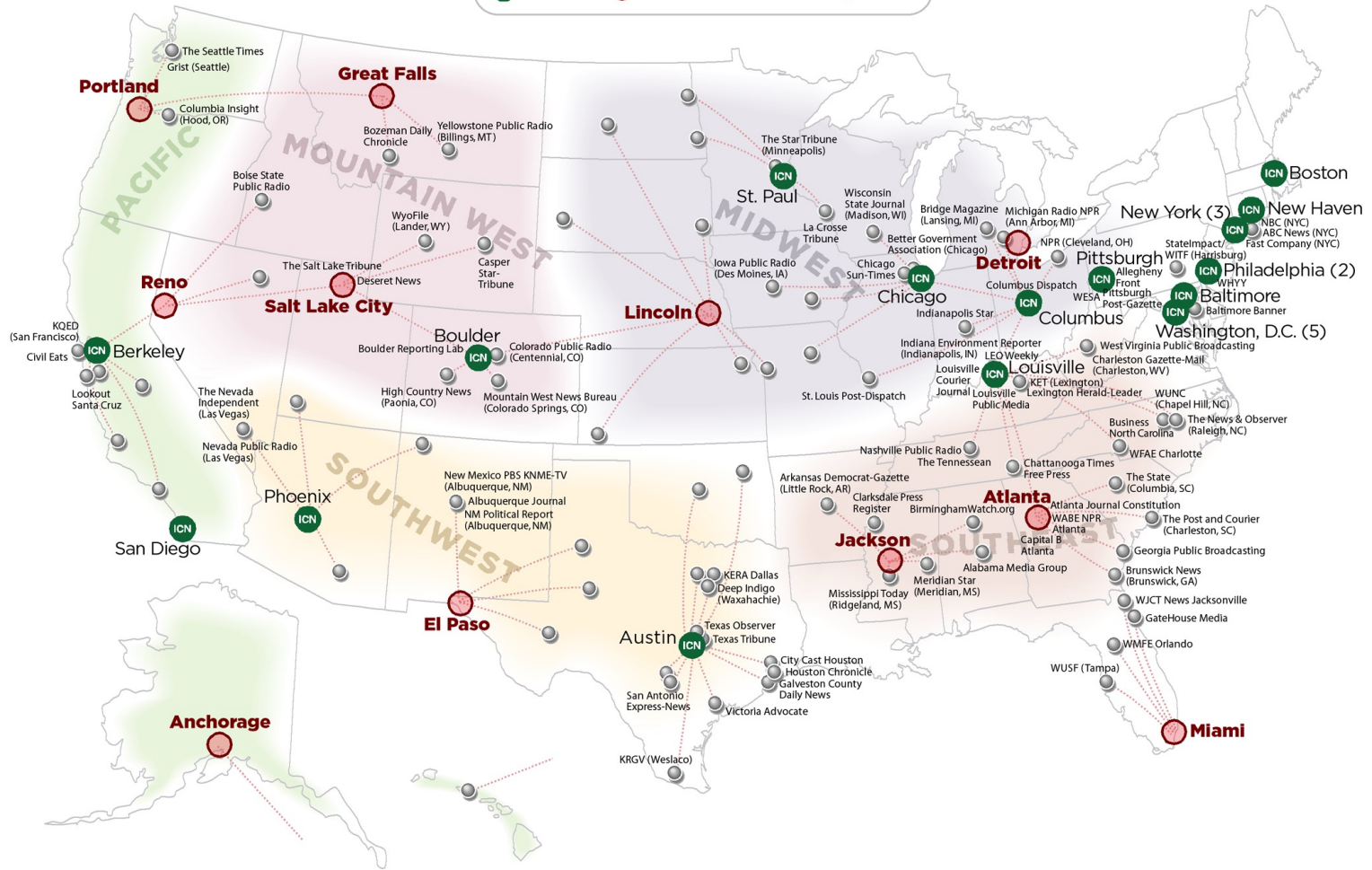
In 2018 we launched our local environment reporting network.

We are training journalists and building a robust reporting and distribution capacity across the country. We provide our journalism for co-publication at no cost to media partners large and small, bringing the climate conversation to news deserts and important electoral geographies.

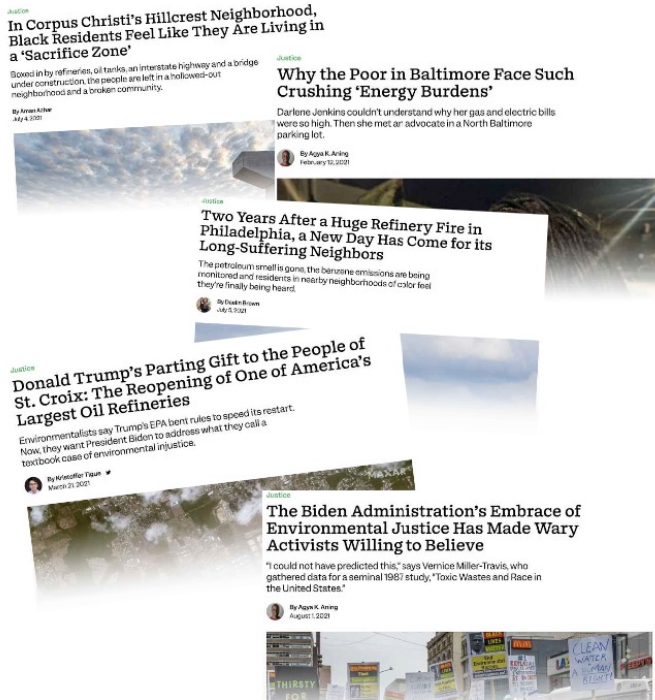


# Inside Climate News Local Reporting Network

ICN ICN staff Future network hub Partners



# Environmental Justice



In 2020 we moved justice to the center of our coverage, focusing on how climate impacts disproportionately affect communities of color and burden vulnerable populations.

*Today 5 dedicated justice reporters are publishing one of the largest bodies of work on the beat.*

## Training the next generation

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Through our robust fellowship program, ICN provides newsroom internships for journalists of color and trains aspiring journalists on HBCU campuses. We have welcomed more than 25 journalists since the program launched in 2021.



# What we do every day

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Our journalists cover climate change in all its breadth and complexity with depth, expertise and authority.



## **Inside Climate News: Beyond 2022**

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We are working to bring our operations to full scale –  
finish building a decentralized,  
unprecedented national capacity for producing and  
distributing explanatory climate news,  
watchdog reporting, and justice journalism  
to tens of millions of readers  
everywhere.

## Contact & Learn More

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and recognized by the IRS as a public charity.

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