

COMMUNITY

impact

REPORT | 2021

Public support of
trusted, local journalism
makes a difference

THE DAILY
Herald
www.heraldnet.com

“

We believe local journalism makes our communities better places to live.

”

— **Rudi Alcott**, Publisher, The Daily Herald

R Alcott





The Daily Herald:
**Serving a vital role
in our community**

Local journalism is essential for a healthy community and democracy.

**We're your independent,
local newspaper.**

As an independent, local newspaper, we find the information you need to make decisions for yourself and your family. Our public service mission is to be a fair, independent and reliable source for local news.

**You can depend on
our reporting.**

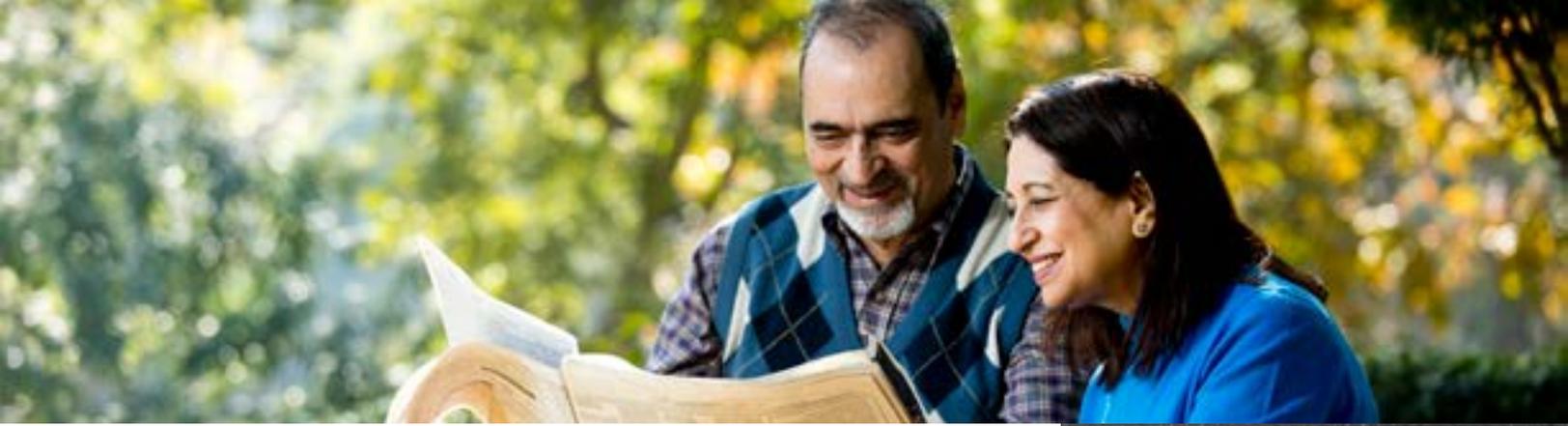
Our award-winning journalism covers Snohomish County like no other institution or organization can. During the ongoing pandemic, our community has turned to us more than ever for trusted information.

No one else will shine the light.

Serving as the community watchdog is a core responsibility of the press. This time-intensive and expensive undertaking surfaces information that citizens in a democracy deserve to know and it can spark reform that benefits a community.

**Our stories cover
your community.**

Our reporters are out in the community telling the stories of hope and ambition, struggle and tragedy, and success and triumph of our area's families, businesses, neighborhoods, leaders and civic institutions.



Community support is essential

Over the past couple of years, as newspapers across the country closed their doors or drastically reduced staff, many newsrooms – including The Daily Herald – looked to their community for help to keep local journalism alive.

With the support of nonprofit 501(c)(3) organizations, we established three journalism funds that pay for high quality and timely reporting on specific topics that we would not otherwise be able to cover:

- Investigative Journalism Fund
- Environmental and Climate Change Reporting Fund
- Report for America Fund (reporting on working families)

These journalism funds accept tax-deductible donations and grants from individuals, businesses, organizations and foundations. All donations go directly to one of our two nonprofit partners, which ensures contributions support only the type of reporting you choose. Fund resources are never used for general operating expenses at The Daily Herald.

The Daily Herald maintains editorial control over content produced with fund resources.

Challenges facing local journalism*

In the current digital age, newspapers can no longer operate on the revenue earned by subscriptions and advertising.

Total newspaper revenue in the United States dropped by nearly **70%**.



Since 2004, **more than 2,100** newspapers have closed their doors across the country.

Surviving newsrooms have lost **26% or more** of their workforce.



*Local Journalism: America's Most Trusted News Sources Threatened, October 2020

Investigative Journalism

This fund, established in March 2020, provides the resources for local, in-depth investigative journalism that brings important issues to light. Serving as the community watchdog is a core responsibility of the press – and it is an expensive undertaking.

2021 impact

The Investigative Journalism Fund supported the work of a full-time investigative reporter, Rachel Riley, and the investigative support of an enterprise editor.

Herald investigations published in 2021:

- Uncovered details of a former Everett developer, convicted of fraud, who is now back in business and his destructive impact on his ex-wife, Tami Agassi
- Exposed the checkered past of an individual named Artist of the Year by Schack Art Center
- Revealed seven claims of deputy misconduct that led Snohomish County to pay \$600,000. In one case, settled for \$150,000, a man who was allegedly fleeing said a deputy sheriff beat him senseless
- Were used by the United States Attorney General to charge a Snohomish County member of the violent hate group the Proud Boys for his front-line role in a mob of rioters who stormed the U.S. Capitol on January 6, 2021.

Read Herald investigations at heraldnet.com/tag/investigative/

Donations received through December 2021

\$261,000

5-year goal: Sustain full-time investigative reporter and add full-time editor

\$750,000

To donate: heraldnet.com/investigativedonate

Donate by mail: Make your check payable to **Journalism Funding Partners**. In the memo line, write: Daily Herald Investigations. Mail to The Daily Herald, P.O. Box 930, Everett, WA 98206.

Nonprofit fiscal sponsor: Journalism Funding Partners, Tax ID: #84-2968843. Learn more at jfp-local.org.

“

Sometimes, investigative reporting requires fighting for records

to shine a light on malfeasance, corruption or incompetency. But at its core, this work is about taking the time to ask a few more questions.

”

— **Rachael Riley**
investigative reporter,
The Daily Herald



Environmental and Climate Change Reporting

To help shed light on the impact of climate change on our local environment, economy, and health, The Daily Herald established the Environmental and Climate Change Reporting Fund in September 2020.

2021 impact

The Environmental and Climate Change Reporting Fund supported the work of freelance journalist Julie Titone.

Titone's stories in 2021 examined:

- How climate changes are contributing to flooding risks and the road improvements planned with future river flows in mind
- The threat of climate change on Washington's trees, the League of Women Voters' new mission to defend the urban tree canopy, and impacts of growing food forests
- What the PUD has been doing to brace for the impacts of climate change for more than a decade and how that preparation helped them handle a record heat wave
- The hazardous haze that increases during fire season and its growing danger as a burning health issue

Read environmental stories at heraldnet.com/tag/environment/

Donations received through December 2021

\$51,000

5-year goal: Grow fund to hire and sustain a full-time environmental reporter

\$325,000

To donate: heraldnet.com/climatedonate

Donate by mail: Make your check payable to **Journalism Funding Partners**. In the memo line, write: Daily Herald Environmental Reporting. Mail to The Daily Herald, P.O. Box 930, Everett, WA 98206.

Nonprofit fiscal sponsor: Journalism Funding Partners, Tax ID: #84-2968843. Learn more at jfp-local.org.

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Writing climate change articles for the Herald allows me to learn, along with readers, about the **most critical issue of our age and its impact on the place we live.** It's not all doom-and-gloom. My sources include smart, committed people who are working on solutions.

”

— **Julie Titone**
Freelance journalist



Report for America – Reporting on working-class issues

Established in September 2021, this fund promotes a shared investment in local journalism by encouraging the community to help pay for the costs of a Report for America corps member at The Daily Herald.

2021 impact

The Report for America Fund supports the work of Katie Hayes, our 2021-2022 Report for America corps member. Hayes focuses on the challenges facing working families and segments of the community whose stories often go untold.

Reporting done by Hayes in 2021:

- Showed authorities did little to help displaced low-income tenants of the Whispering Pines complex in Lynnwood
- Covered how frontline health care workers are burning out due to staffing shortages and the minimum staffing standards three major unions want
- Unveiled new details for the Baker Heights housing site, which is getting mixed reactions from neighbors
- Told the story of how a U.S. Navy veteran, once homeless, now works for the nonprofit that helped him

Read stories by Katie Hayes at heraldnet.com/author/katie-hayes/

Donations received
through December 2021
\$2,400

By May 2022: Amount
needed to meet community
and newsroom match
\$25,000

To donate: heraldnet.com/RFAdonate

Donate by mail: Make check payable to: The **GroundTruth Project**
Mail to: Report for America - The Daily Herald Campaign c/o
The GroundTruth Project, 10 Guest Street, Boston, MA 02135

Nonprofit fiscal sponsor: Report for America is an initiative of
The GroundTruth Project. Learn more at reportforamerica.org and
thegroundtruthproject.org.

“

**Society cannot
function without
working families.**

I report on housing and labor because these issues directly affect people’s ability to thrive. The working class deserves journalism that investigates and explains how public policy impacts their daily lives.

”

— **Katie Hayes**
Report for America corps,
The Daily Herald



Community support shows our reporting is worth supporting

Supporters live in **ALL AREAS OF SNOHOMISH AND ISLAND COUNTIES** – and beyond.

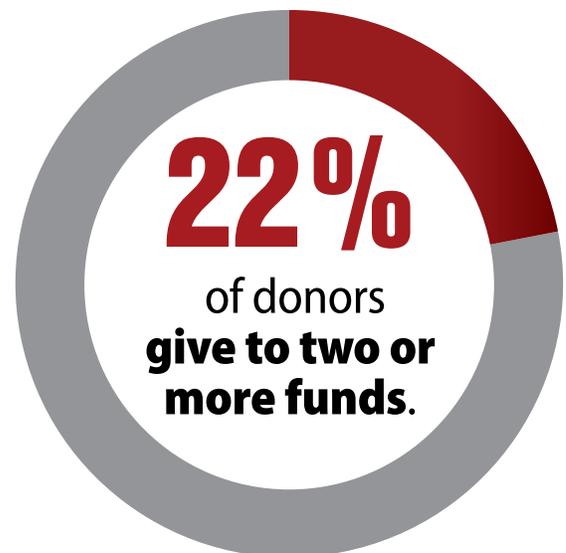
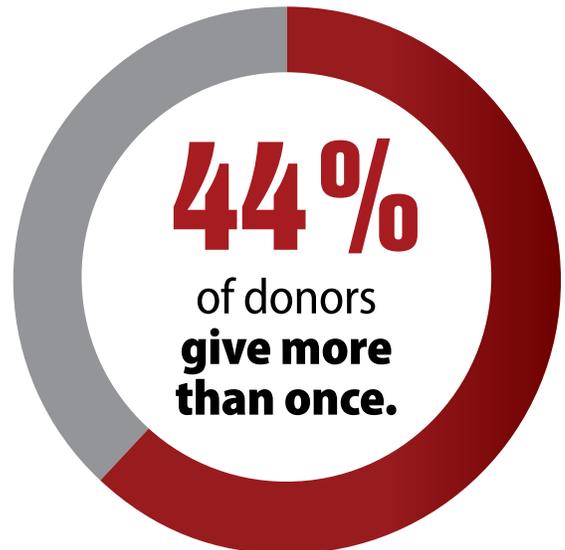
TOTAL AMOUNT DONATED
(all three funds):
\$314,400

DONATIONS RANGE FROM \$5 ON UPWARD.



Individuals, businesses, and nonprofits have made more than

2,500
donations.



Trusted, local journalism matters to our *community*

I believe that the only way we can make sure we all know the **truth** is to have local journalists who seek it out.

— **Peggy Kurtz**

I believe in the power of local newspapers to hold power accountable and support our democracy.

We need that now more than ever. Everett is a wonderful community and we're fortunate to have The Daily Herald. Our donation to the Investigative Journalism Fund is a small part my husband and I can play to support a transparent and more just society.

— **Britt Stromberg**

I appreciate what **Report for America** is trying to do!

— **Laura Johnston**

Truth is important. **Democracy depends on truth.**

— **John and Shirley Ihle**

I understand the challenges facing local papers and want to support their survival. **I feel that local journalism is about local people, places and activities.**

This can only happen when the paper has writers who can dig into the issues so the readers can better understand their communities.

— **Mike Deller**

We feel an uncomfortable urgency and made our gift to the Daily Herald's Environment and Climate Change Fund to help alert people to the plight of our local wild spaces and to involve others in the discussion about how we can make a difference.

— **Laurie Sorensen and Carroll Bryan**

Without quality journalism, how do we get the information we need to be **"informed citizens?"**

— **David Cox**

Reader comments say so much about what we do.

The impacts are both big and small. The changes obvious, but sometimes subtle. The influence significant, other times slight.

Sometimes it's just making a reader feel seen.

Or the stories we choose to tell.

Or the way we frame a discussion.

Sometimes, it might influence a community to act – to open a cold weather shelter or save a beloved library.

Other times it can force us to think about our place in the world. Maybe in new ways.

Sometimes it might make us laugh with relief, recommit to core values and express appreciation.

Ask me why journalism is important in our community? Because its true value is immeasurable.

— **Phil O'Connor**, Executive Editor



What's the impact of your support?

Community-funded journalism at The Daily Herald increases and deepens reporting about timely and critical issues that are important to the wellbeing of our community.

**Thank you for supporting
trusted, local journalism!**

— **Brenda Mann Harrison**
Journalism Development Director

Brenda



Want to learn more about the journalism funds?

Visit heraldnet.com/local-news-impact
or contact Brenda.Harrison@heraldnet.com.

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Herald**
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