



2019 Annual Update

**News
Policy
Trends
North Carolina**

In 2012, NC Health News was just Rose Hoban writing stories from the guest room of her house, with only a couple hundred readers each month.

Now, we have two full-time reporters, Rose, plus Liora Engel-Smith, who focus on state government and rural health respectively. We also have six part-time freelance writers who focus on aging, environmental health, mental health, children's health, Medicaid, Charlotte and the surrounding area, and oral health. We anticipate about a million page views for 2019!

Our twice-weekly newsletter now goes out to more than 6,600 recipients, an increase of more than 50 percent over 2018! We also count more than 8,000 social media followers.

At this moment in our state's and country's history, we felt it important to make our content as easily accessible as possible. In late 2019

we we dropped our syndication fees and made our content free to publications across North Carolina. We'll be tracking how many people



read those stories using a piece of computer code embedded in each story which safely "calls home" each time a reader clicks to read.

We were also accepted into the prestigious Table Stakes program at UNC Chapel Hill. It is sponsored by the Knight and Lenfest Foundations, two national funders who are dedicated to advancing journalism excellence in the digital age. Our team of Rose, development director Anne Ehlers and two board members will engage in rigorous strategic and business planning over the coming year. We hope to emerge with a stronger and more sustainable organization that can keep bringing you North Carolina's health news for as long as we're needed.



Statewide Impact

We started off the year strong with a powerful series of stories from Taylor Knopf comparing how European countries tamed an epidemic of opioid overdoses decades ago. Their progressive policies have provided a model for how the U.S. could address our own country's epidemic.



Generations beat Tommy Goldsmith penned a series of stories on the paltry payment residents of adult care homes dependent depend on each month. These stories spurred action by the legislature to increase this monthly allowance for the residents.

Environmental health reporter Greg Barnes has been diving into stories of water quality, including discovering that the town of Pittsboro had known that it's water supply was tainted with 1,4 dioxane, an industrial solvent. After his stories ran, hundreds of Pittsboro residents showed up at town council meetings to demand action.

Financial Update

Our growth this past year was made possible by foundation partnerships, website sponsorships and most importantly, individual donations.

Revenue grew by about 45 percent in 2019, over 2018. We're aiming to increase that in 2020 in order to bring on a full time development director and a half time person to focus on audience engagement. Readers will start to see job postings in the near future and we're exploring other ways of diversifying our income.

The vast majority of our expenses are dedicated to bringing readers high quality content by making sure our reporters have the resources they need to tell the full story.

NewsMatch

Thank you and let's do it again!

Thanks to our readers, we raised more than \$50,000 in our end-of-year giving campaign, NewsMatch 2018. NewsMatch is a fundraising program supported by the Knight Foundation and 13 other national funders to help newsrooms expand capacity and reach new donors.

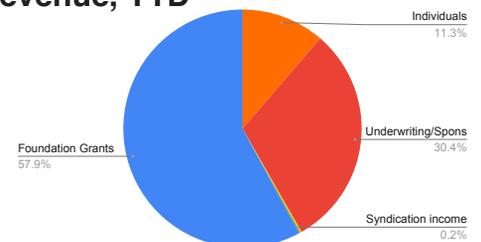
News Match

This News Can't Wait.

Through Dec. 31, donations of up to \$1,000 to participating nonprofit news organizations are matched, one for one, up to \$20,000 per organization.

The dollars from this campaign go toward supporting journalism which strengthens our democracy. Every day, journalists in nonprofit newsrooms dig deeper into the raw news of the day to deliver in-depth reporting that engages communities, advances solutions, and demands accountability. This journalism informs. This journalism matters. And this is journalism worth supporting.

2019 Revenue, YTD



2019 Expenses, YTD

