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2020 Annual Update

Whew, what a year! We went into 2020 with so many plans and expectations and of course, those all changed in March when COVID hit. The last nine months have been full of challenges but opportunities as well. We've come together as a team and written more than 300 stories just on coronavirus. Our readership has grown by 50%, subscriptions to our twice-weekly newsletter have grown more than 60% and our social media followers are up 55%.

In June, we welcomed our second full-time reporter, Hannah Critchfield, a corps member with Report for America. She's covering gender health and inmate health. She joins rural health reporter Liora Engel-Smith and editor Rose Hoban who wears administrative hats in addition to reporting. We now have six part-time freelance writers who focus on aging, environmental health, children's health, mental health, health disparities, Charlotte and the surrounding area, and oral health. Our wonderfully talented team



won 15 awards from the NC Press Association earlier this year.

Last year, in this update, we told you about being 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 engaged in rigorous strategic and business planning. The program didn't miss a beat for coronavirus. We quickly pivoted to being entirely online and continued through August.

We came away with a lot of ideas around sustainability, capacity building and a willingness to experiment. Over the coming months, you'll notice some changes born out of Table Stakes including a new, more engaging website early in 2021.



Impact

We started off the year with Storm Stories. Created in collaboration with Coastal Youth



Media in Wilmington, seven teens were given a platform to reflect on how Hurricane Florence changed their lives forever.

In March, we published *North Carolina hospitals*

asking for masks, gloves for COVID-19 response. After the story ran, one organization received a sizable donation and wrote to us to say, "This is truly a testament to the power of journalism and its ability to unite people for a common good. And today, because of your words, our staff and our patients are safer. Thank you."

Generations beat reporter Thomas Goldsmith has written extensively on COVID deaths in long-term care facilities including veterans homes. His story *As other states take action, NC punts review of nursing homes where dozens of vets died of COVID-19*, sited in the Washington Post, set the stage for a national conversation on patient protections.

Financial Update

COVID has been an expensive story to cover. Our reporters have worked overtime to make sure you have the most accurate and well-researched stories so that you can make the best decisions for you and your family. Thanks to our foundation partnerships, website sponsorships and most importantly, individuals like you, we've made it through 2020.

We were able to expand capacity in a time where we desperately needed the extra hands on deck. Shelbi Polk joined us part-time to help with engagement and Anne Ehlers went from part-time to full-time as development director. Still, the vast majority of our expenses are dedicated to making sure our reporters have the resources they need to tell the full story.

We Couldn't Do it Without you!

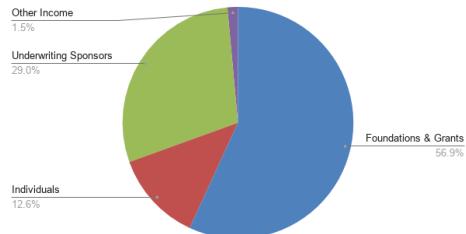
Thanks to our readers and NewsMatch, we raised more than \$50,000 during our 2019 end-of-year giving campaign. NewsMatch is a program supported by the Knight Foundation and other national funders to help newsrooms expand capacity.

Thank
you

This year, in addition to NewsMatch, we have a special group of donors - our Publisher's Circle - who came together to create an additional match of \$11,250! Starting December 14 every dollar will be matched.

The dollars from this campaign go toward supporting our journalists. Every day, nonprofit newsrooms like ours dig deeper to deliver in-depth reporting that engages communities, advances solutions and demands accountability. This journalism informs. It matters. And this is journalism worth supporting.

2020 Revenue, YTD



2020 Expenses, YTD

