



2022: a year of

Growth
Impact
Trust
Accountability
Innovation



Dear Friend,

Three years ago CT Mirror had a staff of eight full-time journalists, a Publisher, and a \$1.1 million budget. Then we received a three-year \$830,000 grant from the American Journalism Project, a new venture philanthropy group that invests in creating infrastructure for raising revenue, with the ultimate goal of funding more journalism.

Today, as we reach the end of that three-year grant, we have a much more diverse staff of 16 full-time journalists, a four-person business team, a \$2.4 million budget, and a proud record of impact.

From a CT Mirror Reader

“I am actually seeing the corruption exposed in this state. Please keep exposing.”

In 2022, CT Mirror staff and 2,100 donors and funders published reporting that led to reform of the state's unclaimed property system, full-funding for the investigative arm of the State Contracting Standards Board for the first time in its history, and 50,000 applications for private sector essential worker pandemic relief in the first week, crashing the state website.

We continued to hold government officials accountable for unethical, illegal, or eyebrow-raising behavior, including financial improprieties by West Haven government staff, the State school construction office's bidding process, and questions about cronyism on the state pier project in New London.

This past year our economic development reporting hit its stride, we broadened the scope of our justice reporting, we re-ignited our housing beat, and we provided the state's most in-depth, comprehensive coverage of the 2022 election.

If you already participate in publishing this CT Mirror work as a donor we thank you. If you have not made a gift to CT Mirror this year, and even if you have, please consider the importance of journalism in **empowering residents, changing lives, and strengthening democracy**, and that your financial support is critical to sustaining CT Mirror's recent growth into 2023 and beyond. **Thank you.**

Jeannette de Jesús
Board Chair



Bruce Putterman
Publisher and CEO



Our mission is to produce original, in-depth, non-partisan journalism informing Connecticut residents about the impact of public policy, holding government accountable, and amplifying diverse voices and perspectives. Advancing this mission results in more informed and politically engaged residents, greater transparency in policy-making, and a stronger democracy. **Our mission translated into these key indicators in 2022:**

16



full-time
journalists,
up from 12
in 2021.

\$2.4

MILLION
projected revenue,
up 12% vs. 2021



260,000

average unique monthly users
(2nd half of 2022)

1,965

members, up 24% vs. 2021

869

recurring
donors
up 29%

1,718

stories published
in the last 12 months

26

donors who
made gifts of
\$5,000 or more,
up 24% vs. 2021

the **ct**mirror

Welcome *New Staff*



Gabby DeBenedictis, *Audience Engagement Specialist*, bringing CT Mirror journalism to more people in Connecticut through digital marketing, newsletters, social media, and events. Born and raised in CT.



Clare Dignan, *Development Officer*, securing the financial resources necessary to sustain and grow CT Mirror's accountability journalism by building relationships and sharing our story. Born in NY, raised in CT.



Jaden Edison, *Justice Reporter*, embracing a more expansive view of justice, including civil rights, environmental justice, discrimination in its many forms, and traditional criminal justice. Born in Kentucky, raised in Chicago and Texas.



Lisa Hagen, *Federal Policy Reporter*, based in Washington, D.C., co-employed by CT Mirror and CT Public, focusing on the impact of federal policy in Connecticut and the state's congressional delegation. Born and raised in New Jersey.



José Luis Martínez, *Data Reporter*, finding untold stories in data to expose failed practices, and hold government and government-funded systems accountable and using data to deepen understanding of CT Mirror reporting. Born in El Salvador, raised in Texas.



Ginny Monk, *Housing Reporter*, exploring causes, prevalence, and progress toward reducing homelessness and addressing Connecticut's housing shortage and drivers of housing instability and inequity. Born and raised in Arkansas.



Christine Nilson, *Engagement Officer*, supporting our development and operations functions, including data base management, donor research, outreach, and events. Born in Texas, has lived in multiple states around the country.

Happy *40th Anniversary* to Mark Pazniokas



CT Mirror Capitol Bureau Chief Mark Pazniokas launched his journalism career in Connecticut 40 years ago. After a short stint at the Manchester Journal Inquirer and a long stint at the Hartford Courant, Mark was at the dining room table where The Connecticut Mirror was born in 2009. Since then, he has published 4,591 stories on CT Mirror.

Mark brings an unerring eye and nuanced, graceful writing to even his most routine work and after 40 years in the business he is still remarkably enthusiastic about adapting to new trends in journalism.

Whenever we occasionally regret not covering some particular story, Mark reminds us that “we’re judged by what we do cover, not by what we don’t cover.”

Judging Mark Pazniokas by what he has covered these last 40 years is easy – he’s a dogged reporter, an elegiac writer, and most important, a pleasure to work with.

Happy 40th Anniversary Paz!



OUR MISSION



Inform CT about impact of public policy

- Broken systems
- Unmet needs
- Campaigns and elections
- Legislative proceedings
- Explainers



Hold government accountable

- In-depth investigations in abuse of power and betrayal of trust
- Follow-up reporting to extend accountability



Amplify diverse voices and perspectives

- Impact on ALL people
- Diverse sourcing
- Spanish translation
- Community outreach





Spark public dialogue

Raise awareness
or understanding of
complex issues

Provoke people into
reflecting on or
reconsidering their
point of view

Inspire people to
engage in advocacy or
local government

Arm advocates and
voters with information
they need to engage
or vote

Directly or indirectly
lead to change in a
practice, policy
or statute



Empower residents
and communities

Change lives

Strengthen democracy



CT Mirror *Innovations for 2022*



COMMUNITY EDITORIAL BOARD: 10 community members write opinion essays on their areas of expertise or interest and provide perspective to CT Mirror news staff. **28 submissions so far in 2022.**



APP: We became one of the first statewide nonprofit newsrooms to **launch a mobile app to more easily access CT Mirror stories** and receive breaking news and other text alerts.



LONG STORY SHORT: Partnered with Fairfield-based public radio station WSHU to create a **weekly mini-podcast** featuring a conversation with the CT Mirror reporter who publishes our weekly Sunday deep-dive story.



WASHINGTON: Jointly hired a **Washington, D.C. based Federal Policy Reporter** with CT Public to report on the impact of public policy in Connecticut.



DATA ANALYSIS: Built industry-leading, **real-time readership and revenue tracking tools** that allow for faster decision-making on opportunities for growth.

CT Mirror *Goals for 2023*

Provide the **most comprehensive legislative coverage** in our history.

Hire a third editor to accommodate recent growth and bring new perspective to our newsroom.

Grow our business team to sustain recent growth and invest in new growth.

Introduce new ways to engage current and new audiences with CT Mirror.

“CT Mirror is not only reinvigorating local Journalism, it’s reinventing it while keeping a tight grip on traditional, yet rare, ethics and integrity.”

From a CT Mirror Reader



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“You have to pay for what you want, unless you don’t want to get it any more.”

From a CT Mirror Reader