



The Tyee's 2019 Year in Review

The Tyee's 2019 Year(*ish*) *in* Review



Dear Reader,

We know, the year hasn't ended yet. But we think it's good manners to say what we've done with our readers' money before we ask for more.

So, before we launch our next fundraising campaign, here's an overview of what we did with reader support this year from January–November.

Here's how The Tyee works, in a nutshell: we publish original, in-depth articles five days a week, covering stories that other media miss and showcasing voices you won't hear anywhere else. We hope this is valuable enough to readers that



The Tyee's 2019 – by the numbers

they'll chip in a bit of money each month so that we can keep doing it. Then we take that money and invest all of it into making more impactful journalism. This support from a small percentage of our readers means we can pay our talented journalists to do their thing, and we can keep our articles free for everyone to read, without a paywall. Lather, rinse, repeat.

Here's how we've used reader support so far in 2019.

828
stories published
(as of November 19)

5 million
site visitors
(as of November 19)

2
government investigations
sparked by Tyee reporting

4
new staff members

17
early career journalists
received training and
mentorship in our newsroom

3
awards won

37%
audience increase from 2018

27%
increase in monthly donor
support from 2018

Impact



We know on an intuitive level that journalism makes an impact, but we've gotten more serious about tracking the instances where we see our reporting effecting some kind of change. While we can't say for sure that one causes the other, we try to take note when an article gets picked up and expanded on by other media, starts an important conversation, or prompts someone in power to take action. Here are just some of the impacts we've tracked this year.

Photo: Katie Hyslop, Education and Youth Reporter

Bryan Carney exposes **\$23 million spent on Alberta campaign against B.C.** It's widely picked up, and now Alberta's 'war room' denies freedom of information requests. Coincidence?

Zoe Ducklow's explainer about the Unist'ot'en blockade in northern B.C. draws huge traffic and is **republished in two U.S. outlets.**

Multi-part investigation into a fake news story about Jagmeet Singh popping up on credible news sites is picked up widely, **sparks an Elections Canada investigation.**

B.C. public **school curriculum receives scrutiny** following a Katie Hyslop piece revealing climate change education is inadequate.

Bryan Carney breaks story on "Project Wide Awake," RCMP's social media spying program. **RCMP launches an internal review** of whether it's legal.

Christopher Cheung's reporting on Burnaby demovictions used as source for **SFU Urban Studies master's thesis about affordable housing.**

Polygon and New Media Gallery in Vancouver report **increased interest in exhibitions** following Dorothy Woodend's culture articles featuring local art shows.

Paige Raibmon **invited to present to the Deputy Minister Task Force on Diversity and Inclusiveness** after publishing this piece.

Senior regional planner at Metro Vancouver cites Tyee solutions pieces about housing the region is now acting on.

Katie Hyslop's six-month investigation into the death of a refugee sparks many **high-level responses, including by MP Jenny Kwan** who handles NDP immigration file.

Practicum student Emma Renaerts' reporting sparks **public meetings and removal of a Cecil Rhodes nameplate** at Vancouver school.

Robert Jago article on Greens' platform regarding Indigenous people draws **response from Elizabeth May.**

Katie Hyslop reporting on Indigenous education **included in course materials for B.C. high school students** for Literacy 10.

Katie Hyslop's in-depth series of reports on how a student-made racist video was handled by school authorities sparks **calls for better practices; parents file human rights suit.**

Tyee's election reporting, keying off priorities set by readers, includes nearly **100 original pieces focusing on the climate crisis, a green economic transition, fair taxes, water and housing on reserves, universal dental care, and electoral reform.**

Geoff Dembicki opens the Harken Engagement Innovation Summit in New York, sharing the Tyee's reader-powered election reporting project with North American media folk seeking models.

Ah *yes*, the pie chart page

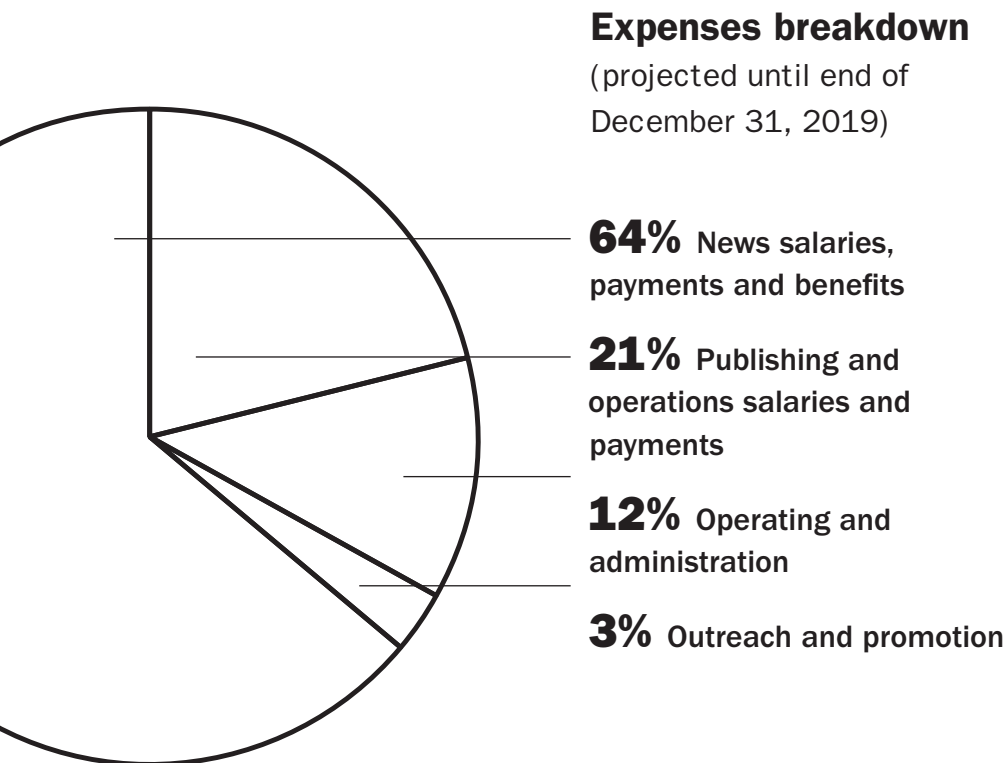
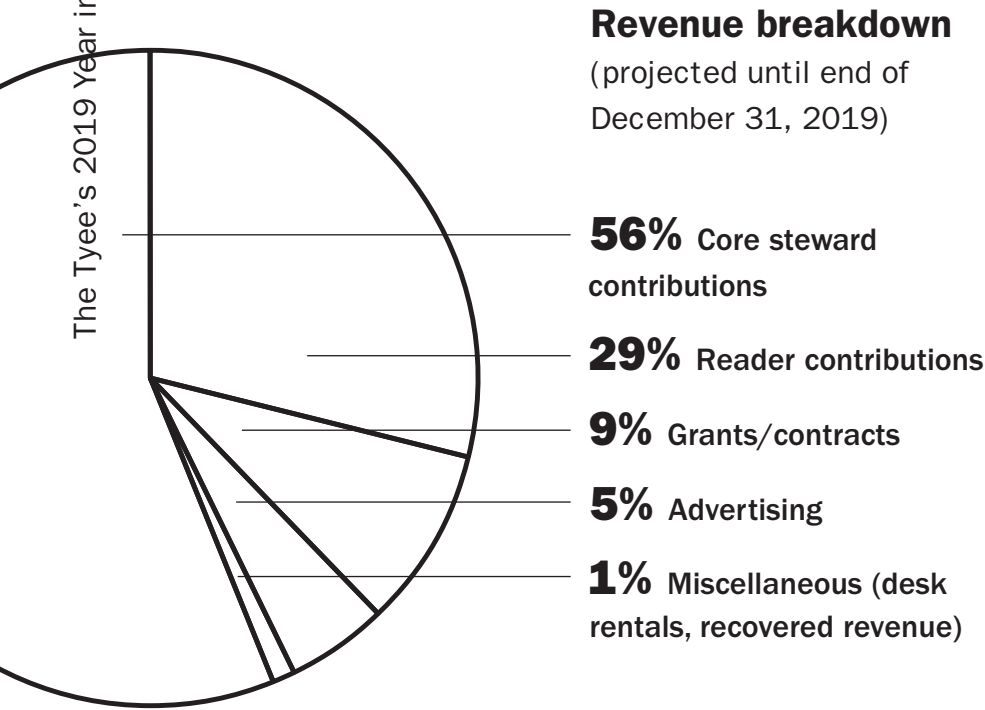
What would an annual report be without the pie chart page? Here we get to show you how Builders make an impact on The Tyee's work.

We truly could not have done all of the above without the support of thousands of readers who chip in to our reporting fund each month, or give occasional one-time contributions. Our model is super simple: We have a core steward who provides core funding to our operations. We make a small amount from advertising, renting out desks in our office, and contracts for special projects with funders who want to support solutions journalism projects*. And the rest, around 29% of our budget, comes from readers.

Going forward, it's our vision to grow our readership support to make up more than half of our budget. This will set us on a sustainable path and ensure the long-term success of the publication.

So far in 2019, nearly 4,000 people have supported The Tyee, for a total of just over \$300,000 from January–November. This represents a 46% increase from the same period last year.

The Tyee's core stewards as of 2018 are Eric Peterson and Christina Munck, who live in British Columbia and who also fund, through their charity the Tula Foundation, the Hakai Institute and Hakai Magazine in B.C.



* The Tyee occasionally works with partners to create in-depth solutions journalism series. Partners must agree to give Tyee complete editorial independence and are not involved in the editing process. This year, The Tyee worked with the Catherine Donnelly Foundation and Columbia Institute to produce this series on housing with planner and placemaker Jay Pitter.

We've accessed some financial support through the Canada Periodical Fund – Business Innovation Fund to do some work on our email fundraising, and we've also received funding through the Canadian Journalism Foundation/Facebook Journalism Project to make technical and marketing improvements (no funding for editorial projects).

For the third year in a row, we partnered with Journalists for Human Rights to provide a paid fellowship for an emerging Indigenous reporter. This work was supported by a contract with Journalists for Human Rights.

Tyee's team

Tyee Team

Robyn Smith
Editor-in-Chief

Jeanette Ageson
Publisher

David Beers
Editor for Initiatives

Paul Willcocks
News and Politics Editor

Dorothy Woodend
Culture Editor

Andrew MacLeod
Legislative Bureau Chief

Katie Hyslop
Reporter

Christopher Cheung
Reporter

Alex Grunenfelder
Creative Director

Bryan Carney
*Director of Web Production,
Reporter*

Emma Cooper
*Operations and Development
Assistant*

Olamide Olaniyan
Editorial Assistant

Marianne Bos
Bookkeeper

Andrew Nikiforuk
Contributing Editor

Crawford Kilian
Contributing Editor

Melody Ma
Contributing Editor

Michael Harris
Contributing Editor

Steve Burgess
Contributing Editor

Tara Campbell
Copy Editor

Jonathan von Ofenheim
Copy Editor

About The Tyee

We're an independent, online news magazine from B.C. founded in 2003. We're devoted to fact-driven stories, reporting and analysis that informs and enlivens our democratic conversation. Our reporting has changed laws, started movements and garnered numerous awards. While some journalism gives the last word to power, we try to give the last word to ordinary folks.