

Our report to you.

*The Tyee's 2022
Year in Review*

Numbers, growth, impact, awards,
finances and support for 2022.

THE TYEE

The Tyee's 2022 *Year in Review*

Dearest readers, supporters
and onlookers of all kinds,

Thank you for another year of helping to make our independent news organization go. We truly mean that – every year that we get to do this work together is a blessing.

It's difficult to sum up a whole year in a note like this. If we had to describe 2022 in a pithy way, what it has been like to run a non-profit news organization during this time, we might say “ups and downs, but altogether strong.” The ups? We smoothly went through a few key transitions early in the year, officially shifting to operating as a non-profit society with a new board of directors. And we brought some new editorial team members on to fill in for our departing editor-in-chief, Robyn Smith, who had been a key linchpin in the organization for over 10 years. We hosted four journalism fellows, each for six-month terms. We won a whole bunch of journalism awards. A few of our articles achieved incredible amounts of reach and international attention. We hit a major milestone with our Tyee Builders program – over \$1 million raised in one year for our newsroom (!). And, most importantly, we showed up every day with valuable journalism about our region that you won't find anywhere else.

The downs? As anyone involved in journalism can tell you, this business can be turbulent and heartbreaking, for a number of reasons. Those inside and outside the journalism industry have started to recognize and document the mental health toll that working in news has on journalists, and the conversation on how to fix that is in its infancy. Three years of a pandemic, war in Ukraine, and a coarsening of the public discourse has made a significant segment of the public actively avoid the news, and a looming recession has made the financial outlook for many businesses uncertain, news organizations included.

What this adds up to for us at The Tyee is a reminder to focus on what we've done to weather many other turbulent times in our 20-year history: Move slowly and deliberately. Attend to the needs of our readers. Take care of one another on the team. Focus on adding value to the public conversation every day. Be grateful for every year that we get to do this very improbable thing.

Here's what reader support enabled us to accomplish in 2022. 



The Tyee's 2022 – *by the numbers*

1,283

STORIES PUBLISHED

5+

MILLION

SITE VISITORS*

7

AWARDS WON

2

NEW STAFF MEMBERS

9

EARLY-CAREER JOURNALISTS WHO RECEIVED
TRAINING & MENTORSHIP IN OUR NEWSROOM

1+

MILLION

REVENUE BROUGHT IN THROUGH
OUR TYEE BUILDERS PROGRAM

**In previous years, we reported users as website visitors plus people who opened our email newsletters. In 2022 we separated those numbers in our analytics. In our 2021 impact report our combined website visitors plus newsletter opens was approximately 8 million. In 2022 the combined website visitors and newsletter opens was approximately 7.6 million.*

We welcomed *new talent to the team.*

We welcomed a new editor and reporter to our team, as well as provided emerging journalists with a training ground to launch their careers.



Jackie Wong

The Tyee welcomed (back) **Jackie Wong** as a senior editor. She is a familiar face around these parts – Jackie has regularly contributed freelance articles to the publication since 2006.

She formerly worked as a journalist for Tyee Solutions Society, Megaphone magazine and the Westender.



Zak Vescera

Zak Vescera came on board to launch a dedicated labour beat at The Tyee, made possible by the Local Journalism Initiative. Previously, he worked for three years at the

Saskatoon StarPhoenix, where he led coverage of the COVID-19 pandemic in Saskatchewan.

With the support of several partners, we were able to host a record number of paid fellowships in 2022. These fellowships allowed early career journalists to immerse themselves in our newsroom setting and hone their skills in reporting and writing.

We hosted two Tula Immersion Journalism Fellows, **Kate Helmore** and **Kaitlyn Fung**. Thanks to support from Rick and Della Strooboscher, we hosted our first-ever Hummingbird Immersion Journalism Fellow, **Josh Kozelj**. And we were pleased to host **Akhila Menon** through the Journalists for Human Rights Enhanced Access for BIPOC Youth in Canadian Media program, with matching funds from a first-generation Chinese-Canadian family in Vancouver.



Kate Helmore



Kaitlyn Fung



Josh Kozelj



Akhila Menon

We fill a widening gap, *as news media face tough times.*

It can feel like leaning into a headwind to operate The Tyee.

We are saddened to see colleagues at other news media lose their jobs. Just recently Postmedia signalled its plans for another round of layoffs – this one to hit 11 per cent of their journalists. Victoria, B.C., bright spot Capital Daily has cut half its staff.

At the same time we read of giants Microsoft and Google poised to launch AI to scrape journalists' work on the internet and pay zero to spit out robot generated "news" stories. Reporters at The Tyee and elsewhere face online harassment for reporting the facts, as highlighted at an October summit on mental health in journalism attended by Tyee editor-in-chief David Beers.

The Tyee was created 20 years ago to expand and diversify the news media ecosystem. But now we see journalism in Canada embattled and dwindling. Thanks to our Builders, we survive!



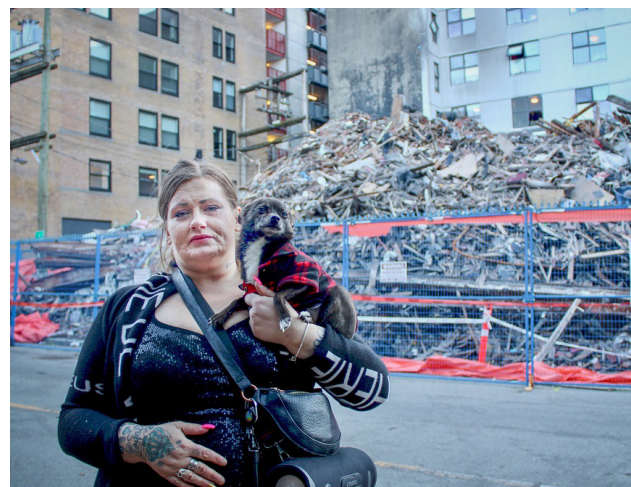
Our journalism *sparked change.*

We don't set out to make specific changes with our journalism, but we believe that consistently showing up with fact-based reporting tends to surface important problems and can lead to swifter solutions.

It can be difficult to track the true impact of journalistic work, but we do our best to log instances of a story in The Tyee leading to a change in the wider world.

Hey, if you know that a Tyee story led to an important change in the world, we'd be delighted if you'd share that with us! Just send an email to info@thetyee.ca with "impact moment" in the subject line.

We 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.



Brandy Mingo lost everything she owned in a fire that gutted the Winters Hotel, including photographs of her daughters and her late husband's ashes. Photo by Jen St. Denis

- After extensive reporting by Jen St. Denis, BC Housing said it is engaged in an independent ethics commission to assess and provide advice on the specific allegations in a **Tyee article** about conflict of interest allegations in the organization's decisions.
- Christopher Cheung and Michelle Gamage's **in-depth series on flooding** was referenced in a government report on sea level rise.
- In September, Kyle Fawkes **published an op-ed** in The Tyee calling for changes to the Mental Health Act in the wake of his father's suicide. Shortly after publication his family was put in touch with policy and legal experts as a result of the piece's publication.
- Following **reporting by Christopher Cheung**, a rezoning effort in Vancouver that would displace a cluster of Filipino businesses has been halted and reconsidered.
- Following **extensive reporting by Jen St. Denis**, there will be a coroner's inquest into the deaths of Mary Ann Garlow and Dennis Guay, who tragically died in a fire at the Winters Hotel, an SRO in Vancouver being operated as supportive housing.
- Amanda Follet Hosgood **shared her experience** reporting on the Wet'suwet'en land defenders with the Columbia Journalism Review.
- The Tyee's managing editor, Tara Campbell, was quoted in a book on decolonizing journalism for her work on anti-oppressive copy editing.
- A petition to review B.C.'s child palliative care system was launched following Katie Hyslop's **heartbreaking story** about Darwyn Danesh.



The province has announced that whistleblower protections have been expanded to several Crown corporations, including BC Housing. Photo by Jen St. Denis



Small business owners like Edith Malang of Pampanga's Cuisine nourish the working immigrants who keep the city going. Photo by Christopher Cheung



A playground in Abbotsford, BC, on Nov. 18, 2021 after floodwaters engulfed the Sumas Prairie. Photo by Joshua Berson

We made more strides *in bringing more diversity to our pages and improving inclusivity.*

One of our missions is to publish stories written by or featuring people that reflect the diversity of our communities. To keep this goal on our priority list, we have an internal diversity committee at The Tyee.

This is the fifth year of the committee's efforts to improve inclusivity in our pages and in our newsroom. That includes people underrepresented in media including, but not limited to, women, Indigenous people, racialized people, people of various gender identities, LGBTQ2S+ people and people with disabilities. We acknowledge that our work is not done in a silo — all of our staff are encouraged by the committee to include such perspectives in their work.



INTO THE INDUSTRY

We updated our submissions page, with clearer instructions about how to pitch to us, what we pay, and what underrepresented perspectives we're hoping to receive more of. We continue to encourage applicants from underrepresented groups in our job and fellowship postings this year, with diversity committee members involved in the hiring process.

We've always believed in supporting the next generation of journalists. In addition to our four paid fellowships, we welcomed five interns in our newsroom this year from the UBC School of Journalism, Toronto Metropolitan University and Loyalist College, all of whom were racialized people. This was the first year that we offered monetary compensation for journalism students, who also receive school credits for their internships. Fellows and interns received mentorship from editors, worked directly with reporters and experienced what it is like to be part of regular life in a newsroom, especially during our busy municipal election season.



IN THE NEWSROOM

In the spring, we participated in the Canadian Association of Journalists' second Canadian Newsroom Diversity Survey. At the time our staff was 57 per cent white and supervisors were 37 per cent men. This is up from 2021, in which our staff was 74 per cent white and supervisors were 52 per cent men, making our newsroom increasingly reflective of our audiences in B.C. and our Vancouver newsroom. This method is just one way of measuring diversity, but one that we are keen to help grow.

We were invited by the Canadian Journalism Forum on Violence and Trauma to attend a forum in Ottawa in October on journalists and mental health. Some of our staff surveyed our newsroom on this topic and produced a report. Findings from the report were shared at the forum attended by editor-in-chief David Beers and will also be used to shape internal policy.

Senior editor Jackie Wong also contributed to a new trauma-informed fact-checking guide by the Truth in Journalism project in Ottawa.



ON OUR PAGES

Our journalism continues to spotlight the experiences of underrepresented and marginalized groups: seniors in extreme heat, Indigenous communities impacted by climate change, immigrants misled by consultants, racialized neighbourhoods hit by gentrification, low-income people targeted by vaccine passport fraudsters, people experiencing race-based police action, LGBTQ2S+ students, and many others.

Aside from simply reporting the news, our staff have a reputation for expertise on practising inclusive journalism. For example, managing editor Tara Campbell's piece on moving past colonial conventions in style manuals was quoted in *Decolonizing Journalism*, published by Oxford University Press. Also, northern B.C. reporter Amanda Follett Hosgood was interviewed for a *Columbia Journalism Review* article on the behind-the-scenes of reporting on the 2020 Wet'suwet'en protests.

All in all, this year's journalism continued to further The Tyee as a publication that goes in depth on social issues and highlights voices often left out of news media.

We continue to add to our style guide, which focuses on decolonizing, non-stigmatizing and inclusive language, with specific guidance on gender diversity and Indigenous contexts, and other areas where community-informed language use is critical to the foundation of The Tyee's reporting.

For audio accessibility, we now add descriptions for all of our images and the option to listen to our stories using Ad Auris, a Vancouver startup.

Again, we view goals of diversity and inclusion as a team effort. We will continue to support one another to ensure that our journalism is reflective of our communities.

Our work was *awarded recognition.*



2022 DIGITAL PUBLISHING AWARDS

Emerging Excellence Award

– *Michelle Gamage*



General Excellence in Digital Publishing Award
for medium-sized publications



2022 WEBSTER AWARDS

Excellence in Technology Reporting

– *Andrew MacLeod*

Business, Industry, Labour and Economics Reporting

– *Zoë Yunker*

Excellence in Legal Journalism

– *Mary Fowles*

Commentator of the Year

– *Steve Burgess*



2021 PACIFIC NORTHWEST EXCELLENCE IN JOURNALISM CONTEST

Collaboration Award – *The Tyee, InvestigateWest, Grist, Crosscut and Jefferson Public Radio*



LIEUTENANT GOVERNOR'S BC JOURNALISM FELLOWSHIP

Francesca Fionda



2022 DAVE GREBER FREELANCE WRITERS AWARD

Arno Kopecky

Here are The Tyee's *financial facts*.

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 annual or occasional one-time contributions.

Our model is super simple: We have a core steward who provides foundational funding to our operations. We bring in some money through advertising, government funding and grants, and contracts for journalism fellowships and projects. And the rest, around **half of our budget**, comes from readers.

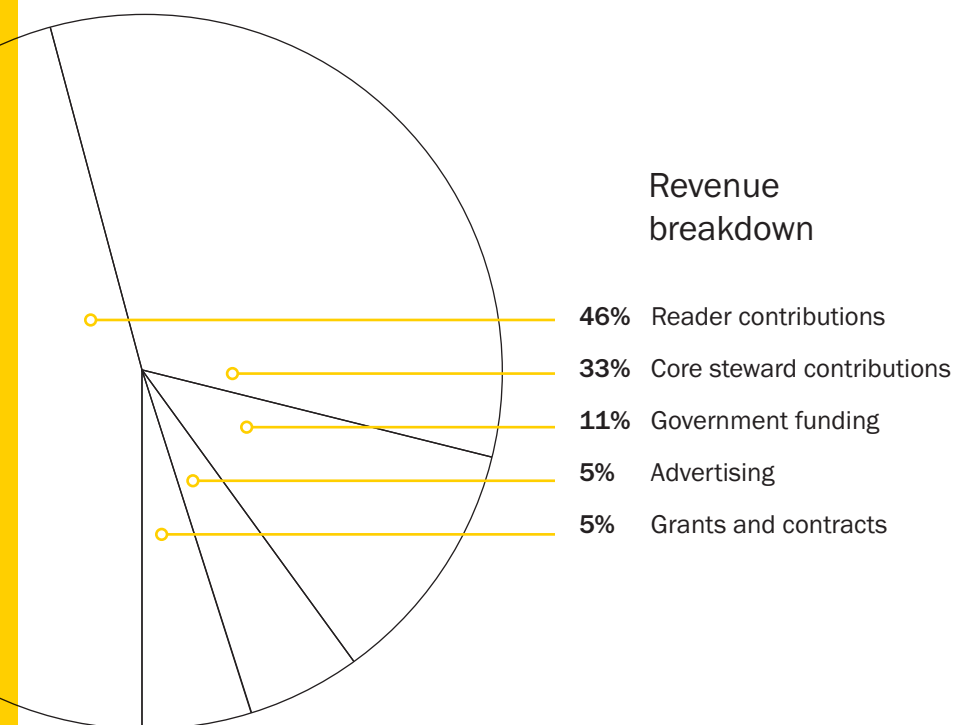
In 2022 we reached a major milestone: for the first time in a single year, we brought in **over \$1 million** in reader revenue to support our journalism. That sentence feels incredible to write. This support came from **9,880 people** who gave monthly, annually or through one-time contributions, ranging anywhere from \$2 to several thousand.

We've had an incredible boost to our reader revenue over the past four years, which has allowed us to grow our team and bring more

stability to our finances. In the last half of 2022, that hot streak cooled a bit, and we're seeing slower growth in revenue and a churn of our subscribers, which is consistent with what others in the publishing industry are experiencing. Going forward, our goal is to focus on retaining our supporters and achieve moderate and sustainable growth, to further cement The Tyee's long-term prospects.

In January 2022, we began our first year operating as a **non-profit society**. Our immense gratitude goes to Eric Peterson and Christina Munck who donated the magazine to the new society, after many years of providing ongoing investment and who continue their support to this day. This opens up the possibility of The Tyee becoming a registered journalism organization, which would give us qualified donee status and the

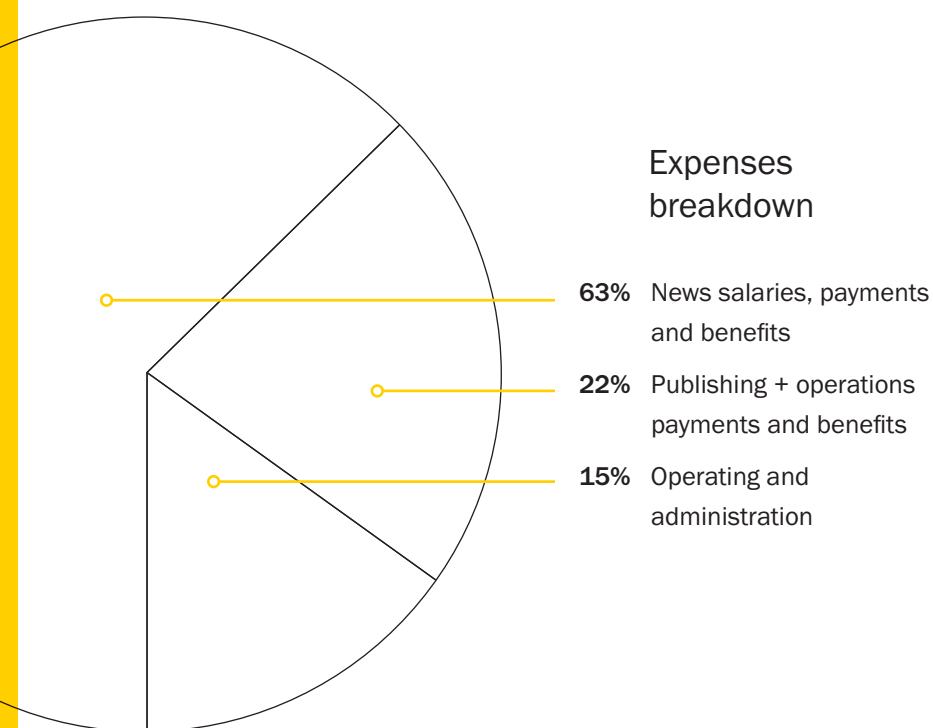
Revenue breakdown



ability to issue tax receipts for donations made to The Tyee. This is on our to-do list to achieve in 2023 – as soon as get the green light, we will joyfully share the news with our supporters. We can't wait.

In 2022 we partnered with Journalists for Human Rights to provide a paid fellowship for an early career journalist. This work was supported by a contract with JHR and a matching donation from an anonymous donor. We also partnered with the Tula Foundation and Hummingbird to offer three other paid fellowships in 2022. We are enrolled in the Facebook News Innovation Test wherein The Tyee is compensated for sending links and preview copy to Facebook via API. The Tyee is a Qualified Canadian Journalism Organization, which means we have access to a refundable labour tax credit for part of our editorial salaries.

Expenses breakdown



The Tyee's health reporter and labour reporter are supported through the Local Journalism Initiative, a program funded by the Government of Canada.

Thanks to all of our supporters, readers, reporters and lovers of independent media.

Canada

This team depends on *your support.*

Thank you!

Jeanette Ageson
publisher

David Beers
editor-in-chief

Paul Willcocks
senior editor

andrea bennett
senior editor

Jackie Wong
senior editor

Tara Campbell
managing editor

Olamide Olaniyan
associate editor

Dorothy Woodend
culture editor

Andrew MacLeod
legislative bureau chief

Katie Hyslop
reporter

Christopher Cheung
reporter

Jen St. Denis
reporter

Moira Wyton
reporter

Amanda Follett Hosgood
reporter

Zak Vescera
reporter

Sarah Krichel
social media manager

Jacob Boon
newsletter specialist

Bryan Carney
director of web production

Em Cooper
outreach manager

Shubhalaxmi Patil
audience development analyst

Kimberly Sayson
office and systems co-ordinator

Marianne Bos
bookkeeper

Andrew Nikiforuk
contributing editor

Crawford Kilian
contributing editor

Michael Harris
contributing editor

Steve Burgess
contributing editor

Michelle Gamage
contributing reporter

Geoff Dembicki
regular contributor

Francesca Fionda
regular contributor

Michelle Hoar
board member

Peter Klein
board member

Melody Ma
board member

Deblekha Guin
board member

Photo credits: Jackie Dives for select photos on pages 3, 5 and 14. All other photos submitted by our staff, contributors and board members.



Canada needs more independent media.

Join us.

Sign up for our free newsletters.

Follow us on Twitter, Facebook and Instagram.

Support our work by joining Tyee Builders.
You choose your amount, cancel any time.

THE TYEE