



ANNUAL REPORT TO THE STATE

the *ct* mirror
2020

Friends,

2020 has been a year of challenges and progress for our country, our state, and our communities.

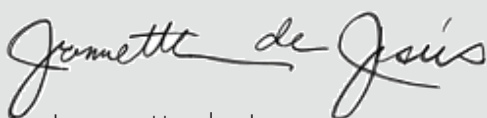
The pandemic brought death and economic dislocation to Connecticut in the spring. It also knit us together in a remarkable show of compliance that gave many of us a semi-normal summer. The racial justice protests pierced our collective consciousness and inspired calls to action. The election, like many elections, left half the country elated at the prospect of change and the other half fearful about what that change will bring.

These events have one thing in common – most of what we know about them we know because of journalists.

2020 was also a year of challenges and progress for CT Mirror. The biggest challenge for our reporters was covering the pandemic – from home. Undeterred, our journalists seamlessly reinvented how they do their work and told deeply moving human stories under extraordinarily difficult circumstances. In the midst of the pandemic, CT Mirror added seven new positions, the largest expansion in our 10-year history. The addition of a managing editor, photographer, data journalist, disparities reporter, multi-platform director, leadership gifts officer, and manager of membership and audience development will help us tell more stories about more people to more audiences in more ways.

If you already participate in our 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 that journalism is critical to a thriving democracy and thriving communities, and that **your financial support is critical to sustaining CT Mirror's 2020 growth.**

Thank you.



Jeannette de Jesus
Chair of the Board



Bruce Putterman
Publisher and CEO

Impact stories

REVERSALS

State role in affordable housing, dissolution of secretive public-private partnership, abandoning tolls.

DISPARITIES

Educational digital divide, rampant housing discrimination, ongoing health inequities, economic recovery.

ACCOUNTABILITY

Raiding transportation funds, misleading health care ministries, comparing anti-racism words and actions.

DEEP DIVES

Should police be social workers, waste system crisis, barriers to electric reform, CT's slow start on Covid.

2020

Milestones

- ✓ Seven new staff
- ✓ Seamless switch to remote Covid journalism
- ✓ Greatly improved photography
- ✓ Upgraded data visualization
- ✓ 12-part inclusive recovery series

Donors

- ✓ 61% more individual donors
- ✓ 52% more recurring donors
- ✓ Doubled foundation funding

READERSHIP DATA

99% more visits
53% more pageviews
144% more users

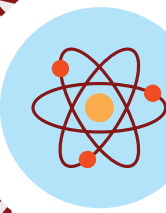
Added “live journalism,” including weekly Steady Habits podcast and monthly virtual events, hosted by John Dankosky.

Upgraded our photography and data visualization to inject both emotional and analytical elements into stories.

Launched membership program to engage readers and create a stronger sense of participation in the journalism they support.



INNOVATIONS



2021 Goals

- 1 Diversify sourcing and storytelling as a fundamental step toward diversifying our audience.
- 2 Make new investments in accountability journalism, with greater focus on inefficient spending, broken systems, unrealistic promises, promises that aren't being kept, and persistent disparities.
- 3 Tell more stories, in response to reader feedback, about economic development, climate change, and how federal policy impacts Connecticut.
- 4 Produce more live journalism, including more podcast concepts and more virtual and live events.
- 5 Engage readers in productive dialogue through a new approach to our Viewpoints opinion section.

