

# ANNUAL REPORT TO THE STATE 2021



Friends,

2021 has been a year of transition, punctuated by stops and starts, as our country, state, and communities digested and tried to move beyond the defining major events of 2020.


Vaccine distribution during the winter and spring brought hopes of a return to normalcy in the early summer, only to be postponed by the Delta variant a few months later. The Connecticut legislature met for a full session after the 2020 session was abbreviated by Covid, but in a Capitol that was closed to members of the public. Schools resumed, but challenges and disruptions related to Covid persisted. The Biden administration took office and quickly secured passage of a major fiscal bill only to stumble in several areas later in the year. The intensity of the racial justice movement in 2020 has yielded thoughtful and necessary conversations about equity all around the state in 2021.

2021 was also a year of transition and digestion for CT Mirror. With not one, not two, but three unprecedented grants we hired five new journalists, increasing the size of our newsroom by more than 50%. In less than two years we have grown from a full-time staff of eight to a full-time staff of 16.


That growth offered opportunities and challenges. With a larger staff we were able to realize our long-time goal of doing more long-form explanatory and investigative journalism. The larger staff also led us to adjust our newsroom and revenue operations to digest and sustain that growth.

If you already participate in CT Mirror's work and growth 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 2021 growth into 2022 and beyond.

Thank you.



Jeannette de Jesus  
Chair of the Board



Bruce Putterman  
Publisher and CEO



## Impact stories

### Money Trail

Co-chairs of Labor Committee demanded answers after we reported a growing number of unemployment payment clawbacks.

### Policy Reversals

We reported that CT required undocumented immigrants to “live” in the hospital to receive dialysis. Gov. Lamont reversed this policy a month later.

### Identifying Loopholes

When we revealed a loophole allowing out-of-state sex offenders to live in CT nursing homes lawmakers tried to close it.

### Accountability

After our challenge, the state walked back its claim that there was no white / Hispanic inequity in vaccine distribution.

### DONORS

- 63%** growth in \$1,000+ donors
- 42%** growth in Explainer and Watchdog members
- 38%** growth in recurring donors
- 36%** growth in funding raised from individuals

# 2021 MILESTONES

Formed a three-person investigative team

Doubled our newsroom space

Launched “Sightlines” reported column

Introduced business membership program

Hired CT’s first Economic Development reporter

Set a spring fundraising campaign record

Expanded Student Voice program to multiple colleges

## Innovations

- TOPIC-SPECIFIC NEWSLETTERS
- COMMUNITY EDITORIAL BOARD
- DIVERSE SOURCING DATA BASE



# 2022 GOALS

## READERSHIP DATA

**28%** more users

**6%** more sessions

**8%** more pageviews

**1**

Launch a new web site that offers a better user experience and is more responsive to reader interests.

**2**

Grow our audience through more effective use of data, social media, newsletters, paid and organic search, and events.

**3**

Include more diverse sources and voices in our journalism, as a fundamental step toward attracting more diverse audiences.

**4**

Raise sufficient new revenue to cover lapsing grants and sustain current staffing levels.

**5**

Re-work our podcast around new concepts that appeal to broader audiences.

**6**

Improve the quality of our Viewpoints opinion pieces.



**THANK YOU FOR PARTICIPATING IN THE WORK OF CT MIRROR.**

You may not be a seasoned reporter, but **you produce reporting Connecticut trusts.**

---

You may not be a trained journalist, but **you make quality journalism happen.**

---

You may not be on the CT Mirror staff, but **you strengthen democracy.**



---

1049 Asylum Avenue, Hartford, CT 06105