For Carolina Public Press, 2018 was a year of transformation and growth. In February, we announced we are expanding our focus beyond western North Carolina to cover the entire state, and we have tripled our leadership team to make it happen. The decision to do this was in response to a growing demand for non-partisan, in-depth and investigative reporting on news that matters to all of us. The need was clearly there. In 2018, visitors to our website increased by 29% and average new monthly subscribers increased by 82%.

This expansion is made possible by the people, partners, and foundations that support Carolina Public Press, and we are so grateful to you for coming on this journey with us. As we move forward to an even bigger 2019, we take this moment to look back over all we accomplished together last year and celebrate our accomplishments and our dedicated supporters.
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Peter Kent
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INVESTIGATING JAIL CONDITIONS AND INMATE ABUSE
Beginning in June 2018, Carolina Public Press launched a series of investigations into alleged inmate mistreatment and other irregularities at the Cherokee County Detention Center in Murphy. The more we reported, the more sources came forward with additional information about more problems. The SBI has investigated several of the cases and continues work on some of the allegations. One guard was indicted for allegedly kicking an inmate in the face. The district attorney in the area is reviewing both the SBI’s findings and CPP’s reporting in the case of one inmate who collapsed and died within hours of being placed in a cell. CPP has obtained hundreds of pages of public documents, many of them reproduced for readers. Reporting continues into 2019.

INVESTIGATING ADULT CARE HOMES IN NORTH CAROLINA
Carolina Public Press continued its investigation of the Cedarbrook Residential Center in Nebo, which began in late 2017 as an outgrowth of CPP’s award-winning 2017 investigative series, Questionable Care. Adult care homes in NC house disabled adults of all ages, including those with cognitive disabilities, dementia and mental health issues. CPP obtained records for multiple agencies to show that the NC Department of Health and Human Services and Cedarbrook had entered into a settlement in which DHHS agreed to "withdraw" Cedarbrook’s negative inspections, fines and zero-star rating. This was replaced with a prearranged four-star rating based on the terms of the settlement and not on actual inspections.

IN-DEPTH REPORTING ON ACCESS TO HEALTHCARE
Carolina Public Press reported on the merger of Duke-Lifepoint hospitals, a move many readers in communities served by the eight North Carolina hospitals affected by the deal said they had heard nothing about until our reporting. The article emphasized that the deal was surrounded by secrecy and limited information, and that some elected officials apparently worked to keep the public in the dark. Affected hospitals were in every part of the state, including Wilson, Henderson, Sanford, Hickory, Rutherfordton, Clyde, Sylva and Bryson City.
In February 2018, Carolina Public Press was awarded the following in the online news organization category:

- First place for general excellence
- First place for investigative reporting
- First and second place for city/county reporting
- First place for appearance and design
- Second place for headline writing
- Third place for lead writing
Allen Shaklan knows news. Allen is a former First Amendment attorney for CBS News who later led several news stations in Florida. After 30 years with CBS, he was named executive director of an Atlanta-based nonprofit organization serving immigrant communities. His retirement path brought him to Asheville where he wanted to use his experience and skills to help a local nonprofit organization. “I was trying to find something worthwhile to do and there was an article on the front page of the Asheville Citizen-Times business section about a new nonprofit in town, Carolina Public Press.” He called to offer his help. Allen went on to be the first president of the board of directors and has been critical to the growth of CPP.

Allen specifically sees CPP as a necessary answer to the current state of journalism. “Newspapers and press play a really important role in our democracy. They act as an overseer of government and the people’s representative in ensuring that government is honest and ethical and competent. Because of the growth of the internet, the economics of the press are changing. They are losing their main base of revenue in advertising and TV stations have closed their doors and the print press has cut back its news coverage. The public suffers when that happens.

“With that in mind, Angie and some other entrepreneurs around the country have stepped in and innovated and have opened nonprofit news sources. Instead of relying on paid advertising, those organizations are relying on grants and donations and, in my mind, that’s where the experiment is. Can news organizations actually survive and find enough revenue to provide this investigative and in-depth news coverage? It looks to me that this experiment is succeeding. We are growing year by year and improving the quality of journalism.”

Allen also understands the importance of earning the public’s trust both in reporting and in financial management. Because CPP relies on donors who believe in the mission, CPP works hard to maintain fiscal responsibility and transparency. “They are very careful with every penny. Angie recognizes that each donation is a statement of faith in the organization and she lives up to that and that money is well spent.”

And would Allen encourage others to give to CPP? “If you at all care about the operation of government or where our community is going, or if you want to shape the future, there is no better place than CPP. They take the responsibility that they have very seriously. It is a great place to be right on the front-lines of local journalism.”

Thank you, Allen, from everyone at Carolina Public Press for all you have done and continue to do in support of our work!
DONORS & FOUNDATIONS

FOUNDATION GRANTS
Ethics & Excellence in Journalism Foundation
Fund for Nonprofit News at The Miami Foundation – Newsmatch
Democracy Fund – North Carolina Local News Lab Fund
The Community Foundation of Western North Carolina
Z. Smith Reynolds Foundation

Editor's Circle $25,000 - $49,999
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Innovators $10,000 - $24,999
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Investigators $1,000 - $4,999
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FINANCIAL OVERVIEW

**REVENUE**
- Foundations: 70.9%
- Individual Contributions: 28.9%
- Other: 0.2%

**EXPENSES**
- Payroll: 49%
- Office: 7%
- Contractors: 22.5%
- Other Operating Expenses: 14%
- Reserved for Endowment: 7.5%
Carolina Public Press was founded in 2011 to focus on the issues, topics and challenges faced by the 17 westernmost counties of North Carolina. Since its launch, Carolina Public Press has steadily grown to attract a statewide and national audience; financial support from hundreds of individuals and foundations across the region, state and nation; and has had proven impact in the community through its nonpartisan, public interest reporting.

Seeing the need, in 2018, Carolina Public Press announced our plan to expand our successful model and bring award-winning journalism to every corner of North Carolina. Since that time, our 14-member news team based throughout the state has covered stories that impact residents in every part of NC, from our award-winning investigation into the state’s adult home care industry to our look into the racial achievement gap in schools in counties like Durham and Buncombe. In 2019, we are leading a collaboration with ten other news organizations to examine the convictions of sexual assault cases in every single NC county.

This is the kind of in-depth, investigative reporting our residents deserve. Our goal is to be the go-to, sustainable, independent and investigative news arm for North Carolina. We are well on our way, but there is more work to do.

To achieve our vision of being the biggest independent, non-profit, investigative news team in North Carolina, we will raise $1.8 million in annual operating capital by 2024.

Thank you for all your support, both today and in the future!