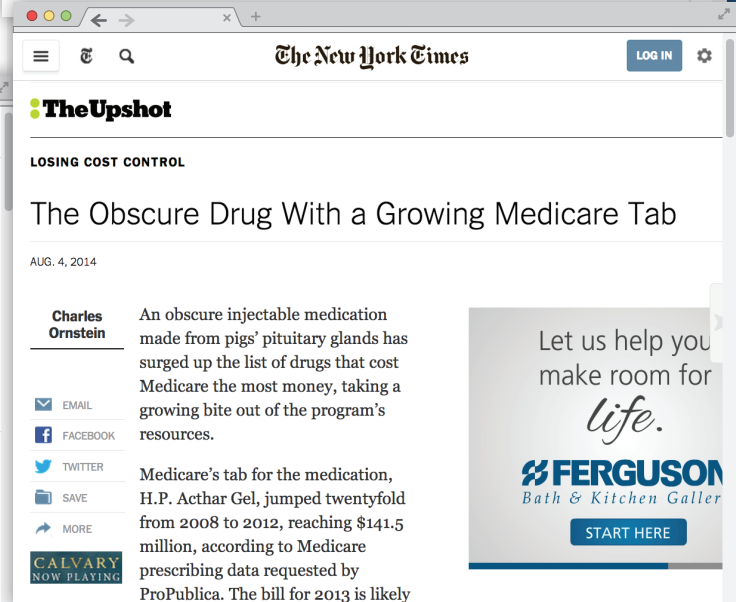


ProPublica Report to Stakeholders



The Power of Partnerships
 May-August, 2014



The latest in a series of periodic reports to our stakeholders about progress at ProPublica. Earlier reports, including our [annual report for 2013](#) and [report for the first period of 2014](#), are available at ProPublica.org.

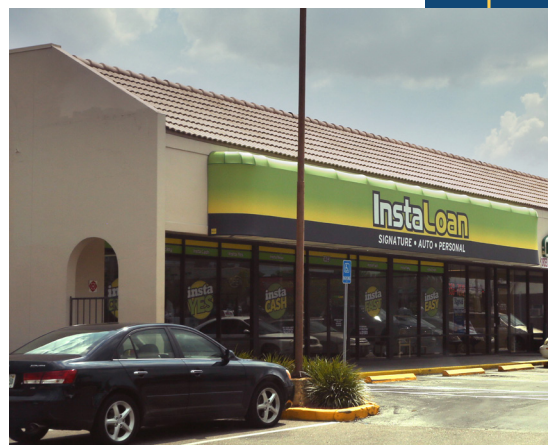
An Unequaled Breadth of Partnerships

ProPublica has had 111 different publishing partners over six years—but perhaps more remarkable is the fact that we had 26 partners in the middle four months of 2014 alone. Both the quality and the range of these partnerships were noteworthy, including stories published exclusively with the New York Times, NPR News, the Washington Post, the Atlantic and WNYC. Our work also appeared in BuzzFeed, the Daily Beast, Mashable, Source, the Lens, Center for Investigative Reporting, Univision and Upworthy. We worked with Amazon on ebooks, and with other newspapers including the Albany Times Union, Boston Globe, Chicago Tribune, Dallas Morning News, Miami Herald, Newark Star-Ledger, New York Daily News, Philadelphia Inquirer and Tampa Bay Times. ProPublica stories also ran in the magazines Marie Claire and Sports Illustrated.

We pursue such partnerships carefully. Some are designed to get greater reach for important stories. But most are intended to maximize the chances that our work will have impact and spur change. So when we undertake a national story with a local angle, we'll often publish the result with a lead local outlet, where the story will naturally be of greater salience. A tale of [abusive charges under Medicare](#) that centered in Chicago, published in July in the Chicago Tribune, is a perfect example; so is the story published just two weeks later in the Tampa Bay Times about how a statute designed to protect against [predatory auto title loans](#) had been undermined in Florida.

When our work centers on a theme that resonates with a particular slice of society, we seek out partners with deep relationships to that community—whether it is Univision's huge and savvy audience when writing about [the plight of temporary workers](#), or the Washington Post's ability to gain the attention of members of Congress and their staff for our work on how federal [debt protection for our soldiers](#) has been subverted. Our most ambitious data visualization to date, "Losing Ground," on the lost cities of Louisiana, was a partnership with the Lens, of New Orleans.

Partnerships can also help us extend the reach of stories about which ProPublica has long reported, from [an interview on student debt](#) co-published with Marie Claire, to working [Upworthy's short-form video magic](#) again on the



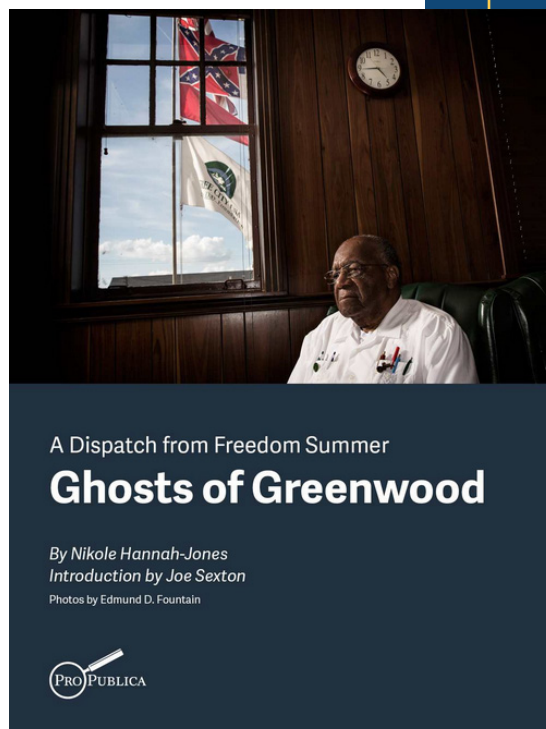
An InstaLoan storefront, investigated in a story on high-cost lenders co-published with The Tampa Bay Times



The sugar hopper where a temporary worker was buried alive, part of a story on temp worker safety ProPublica published with Univision.

subject of temporary workers, to making our first, moving dispatch on the 50th anniversary of Freedom Summer available to a different sort of audience through Amazon's [Kindle Singles](#) program.

ProPublica pioneered the practice of nonprofit publishers partnering exclusively on major stories with more established news outlets from our beginnings in 2007-08. At our launch, doubts were widespread about whether such an approach was possible. Today, this approach has been widely replicated. Yet even now, ProPublica employs it more often, more widely, more effectively and with more results than anyone else.



Amazon Kindle Single cover image

Impact

The most important test of ProPublica is whether our work is having impact. By this, we mean not audience size or prizes, but real world change. Examples of what we mean can be found at <http://www.propublica.org/about/impact/>, as can a white paper on how ProPublica thinks about impact and related questions.

In the middle period of 2014, ProPublica stories produced such change in a number of important areas:

- Following reporting by ProPublica and NPR on problems with the Defense Department's program to identify and repatriate the remains of lost soldiers, the military decided in June to disinter the likely remains of Army Pvt. Bud Kelder and 10 other men, who died while being held as POWs in 1942. In July, a Pentagon inspector general's draft report we obtained repeated many of the criticisms identified in the ProPublica/NPR stories.
- New rules finalized in May give the Department of Health and Human Services authority to expel physicians from Medicare if they engage in abusive prescribing. The new rules also allow the agency overseeing Medicare to compel health providers to enroll in the program before ordering drugs for patients covered by Medicare Part D. Both rule changes follow reporting done last year by ProPublica documenting repeated failures of Medicare oversight.
- A new law, passed by the California legislature in late August, in part in response to a ProPublica investigation, would hold companies legally responsible if temp agencies or subcontractors cheat temporary workers out of pay or endanger their safety.
- Immediately after publication of an article on July 21 noting that many users of online sites were being tracked by an extremely persistent technique known as "canvas fingerprinting" produced by a firm called AddThis, use of the technology was discontinued by the national security blog Lawfare, the German digital marketer Legatus and by YouPorn. In August, the Tor browser began default blocking of the technology.
- Another new law in California, enacted in response to our series last year on lax oversight of assisted living facilities, permits the state to halt admissions to facilities that fail to correct serious violations or pay fines.
- Rules governing loans to service members under the Military Lending Act are being tightened in response to reporting last year by ProPublica and public radio's Marketplace. The new rules close loopholes in the law, and tighten regulatory caps on interest rates for what amount to payday loans.
- In August, the state of Illinois indefinitely suspended the medical license of Dr. Michael Reinstein, who had been identified by ProPublica articles in 2009 and 2013 as the nation's leading prescriber of the antipsychotic drug clozapine, having abused both the Medicaid and Medicare systems.

What People Are Saying

“A laurel to ProPublica [for “Segregation Now”]

A superlative investigative piece examines the resegregation of America’s schools”

—Edirin Oputu

Columbia Journalism Review, May 2

John Oliver, host of *HBO’s Last Week Tonight*, on “What I Read”:

“It’s worth looking at aggregate sites early in the morning like Real Clear Politics and then more interesting sites like ProPublica. Then I would go and again look around at Drudge Report. I guess Mediaite. Nothing that feels nice. Nothing that you click on and then feel good going through it. It’s kind of the process of imbibing as wide a variety of poisons as possible. It’s like trying to make a sausage out of some of the most disgusting ingredients.”

—interviewed by Esther Zuckerman

Atlantic Wire, May 1

“ProPublica has tied databases to storytelling better than anyone in the country.”

—Clay Shirky

Medium, August 19

“As discouraging as it is to see how badly [Medicare is] being run, it’s reassuring that ProPublica is shining a light on this mess—which could be the first step toward cleaning it up.”

—Paul Raeburn

Knight Science Journalism Tracker, July 14

“@ProPublica does smart things. To me this is the smartest. The way they leverage time spent compiling data sets.”

—NYU professor Jay Rosen

on Twitter, August 5

“When President Obama calls this the ‘most transparent administration in history’, my reaction is...

‘I need to read what ProPublica is saying about that.’ —*Corine Lesnes, Le Monde*”

—“On the Record with the White House Press Corps”

Politico Magazine, May/June

“Ornstein’s story is a prime example of how to find stories inside datasets—ProPublica has produced a number of stories from the Medicare prescription data it acquired via a Freedom of Information Act request—and explaining them through additional reporting. Ornstein gets a LAUREL.”

—Tanveer Ali
Columbia Journalism Review, August 8

“ProPublica, one of the best investigative news organizations in the country, identified more than \$2 billion (that’s with a B) in payments made to doctors by 15 companies....”

—Ben Bycel
Santa Barbara Independent, June 22

“In April, the Department of Health and Human Services released its great Medicare data dump unlocking a treasure chest of reporting opportunities. The government revealed details about the \$77 billion in payments Medicare made to 800,000 doctors who treat patients for Part B services, which include doctor visits, outpatient treatments, and lab services.... Not unexpectedly, ProPublica, expert in data slicing and dicing, pounced on the numbers. For its resulting series, called “Examining Medicare,” ProPublica deserves a shout-out.”

—Trudy Lieberman
Columbia Journalism Review, July 9

Honors

ProPublica was the first online news organization to win a Pulitzer Prize (2010) and the first to win a Pulitzer for stories not published in print (2011). Most journalism awards are bestowed in the first months of the year, but honors received in the middle period of 2014 included the following:

Reporting on **faults in the Medicare Part D** program by reporters Charles Ornstein, Tracy Weber and Jennifer LaFleur and our **Prescriber Checkup** news application by developers Jeff Larson and Lena Groeger won the Investigative Reporters and Editors Freedom of Information Award, the Health Data Liberators Award from the Health Data Consortium, and the Deadline Club Award for digital innovation, and was a finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism for online and a Data Journalism Award for data-driven investigations. ProPublica's health care coverage overall is a finalist for an Online Journalism Award for topical reporting.

Our project on "**Life and Death in Assisted Living**" in partnership with Frontline and reported for ProPublica by A.C. Thompson won the Deadline Club Award for business feature and was a finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism for investigative reporting.

Michael Grabell's reporting on the **plight of temporary workers** received the Deadline Club Award for minority focus, and is a finalist for an Al Neuharth Award for Innovation in Investigative Journalism at the Online Journalism Awards.

Sergio Hernandez's article on the **criminalization of HIV** received the GLAAD Media Award for outstanding digital journalism article.

Reporter Paul Kiel's work on **abusive installment loans** was a finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism for personal finance and for the Livingston Award for Young Journalists for national reporting.

Our coverage of **the risks of Tylenol** by reporters T. Christian Miller and Jeff Gerth and developers Al Shaw, Lena Groeger and Krista Kjellman Schmidt is a finalist for an Al Neuharth Award for Innovation in Investigative Journalism at the Online Journalism Awards, and was also a finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism for online and Data Journalism Awards for data-driven investigations and data applications.

Our 2014 project "**Segregation Now**" is a finalist for five different awards at the Online Journalism Awards, including the Knight Award for Public Service, awards for explanatory reporting, feature reporting, excellence and innovation in visual digital storytelling, and for online commentary for the related Six Words project in partnership with Michele Norris's Race Card Project.

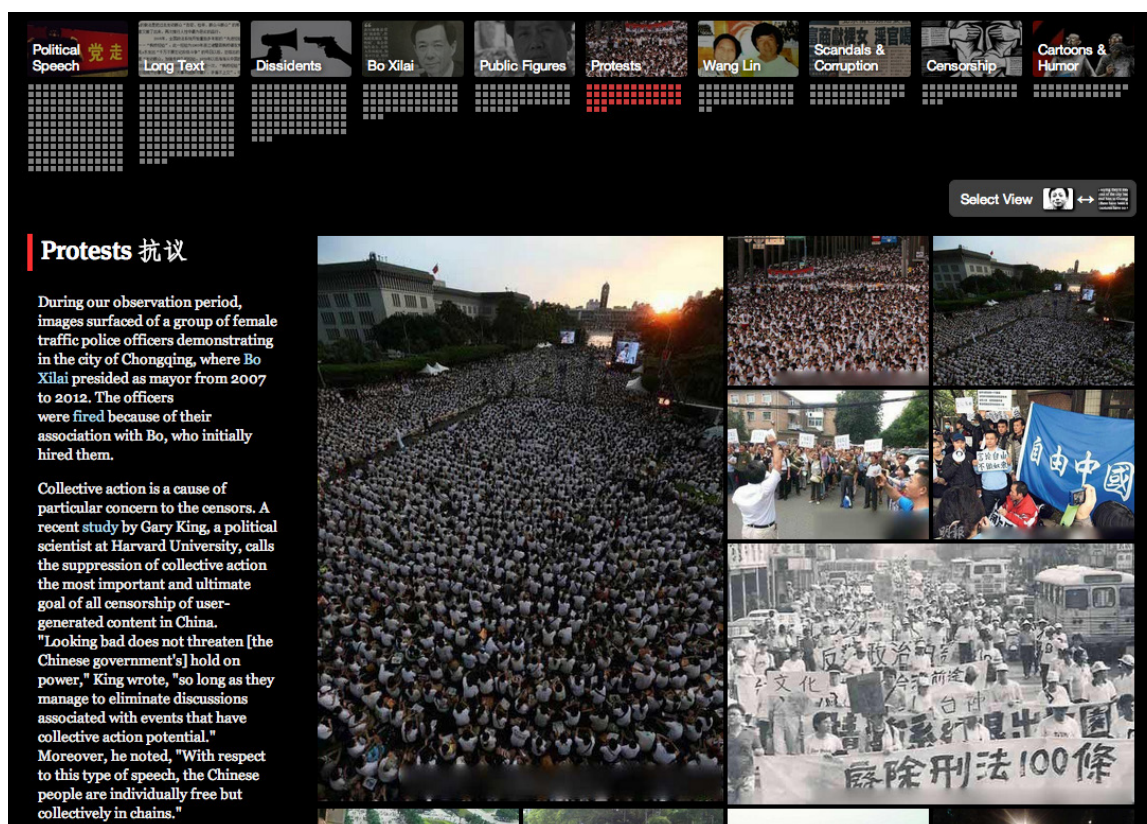
Joaquin Sapien's reporting on **prosecutorial misconduct** was also a finalist for the Livingston Award for Young Journalists for national reporting.

Our coverage of **surveillance** with the New York Times is also a finalist for an Online Journalism Award for topical reporting.

Our website is a finalist for an Online Journalism Award for **general excellence**. A range of **news applications** from our team also received a range of other honors. These included a Data Journalism Jurors Choice Award and finalist designation for our organizational portfolio. Our **China's Memory Hole** news app is a finalist for an Online Journalism Award for explanatory reporting, and received the Asian American Journalists Association Multimedia Award and a Data Journalism Award finalist designation for data-driven investigations. Other Data Journalism Award finalists included our news applications on Dollars for Docs, ER Wait Watcher, FEMA maps, gun legislation and Heart Saver, and the individual portfolios of developers Lena Groeger and Al Shaw. ER Wait Watcher and Tabula, developed with Mozilla OpenNews and La Nacion of Argentina, are finalists at the Online Journalism Awards.

ProPublica founder and current executive chairman **Paul Steiger** was named the recipient of this year's John Peter and Anna Catherine Zenger Award from the University of Arizona School of Journalism.

Reporters **Charles Ornstein** and **Tracy Weber** were honored as Health Policy Heroes by the National Research Center for Women & Families.



Screenshot of China's Memory Hole news app

ProPublica partners, May-August, 2014

Albany Times Union	Miami Herald*
Amazon.com	Newark Star-Ledger
Atlantic	New York Daily News
Boston Globe	New York Times
BuzzFeed	NPR News
Center for Investigative Reporting*	Philadelphia Inquirer
Chicago Tribune	Source
Daily Beast	Sports Illustrated
Dallas Morning News	Tampa Bay Times
Lens* (New Orleans)	Univision
Marie Claire*	Upworthy*
Marketplace (public radio)	Washington Post
Mashable	WNYC

*new partner

By the numbers

Web site monthly average page views at ProPublica.org 1.7 million, up 27% year-over-year

Average monthly unique visitors to ProPublica.org 692,000, up 31% year-over-year

Monthly average page views from reprints via Creative Commons 250,000+

Twitter followers more than 295,000, up 8% since May 1

Facebook fans more than 84,000, up 11% since May 1

Daily email subscribers over 70,000, up 4% since May 1

350+ donors

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