Our Mission

InsideClimate News is a Pulitzer prize-winning, non-profit, non-partisan news organization that covers clean energy, carbon energy, nuclear energy and environmental science — plus the territory in between where law, policy and public opinion are shaped.

Our mission is to produce clear, objective stories that give the public and decision-makers the information they need to navigate the heat and emotion of climate and energy debates.

ICN by the Numbers
as of December 31, 2014

- **16,772** subscribers
- **44.4K** Twitter followers
- **16,000** Facebook likes
- **400+** individual donors

Growth in Traffic
2011-2014

- **1,460,304** users
- **904,313** sessions
- **618,353** page views

A Tiny Non-Profit Newsroom
Making an Outsized Impact

OUR STORY is the quintessential media story of our time. We are a tiny non-profit trying to cover the biggest story in history. Why? Because traditional media, facing economic hardship, have fallen away from covering climate change and energy just when our society needs it most.

InsideClimate News was started on a shoestring as a blog in 2007. Our aim was to elevate the public discourse on a terribly misunderstood and poorly reported subject and hold leaders in government, industry and activism accountable for solutions.

We began by reporting on the emerging business case for climate action. This wasn’t controversial at the time. Major corporations were engaged with both political parties to meet the challenge of global warming with comprehensive federal legislation. Every president beginning with George H.W. Bush vowed to lead the world to solve the problem.

The momentum crashed and burned. In Copenhagen in 2009, a global climate pact crumbled; in Washington in 2010 a long-awaited federal climate law failed. The free market recoiled from accountability for the consequences of carbon pollution.

This dovetailed with another threat to the fundamental health of our democracy. The media industry began to buckle under pressure to survive in the Internet age, with widespread shutdowns and massive layoffs. Fewer environmental and science reporters were left to tackle the issue of the rapidly changing climate and its widespread implications.

ICN jumped into this yawning gap in the media landscape, a tiny player seeking a big impact. Then, in 2013 we won the Pulitzer Prize for National Reporting. It was a groundbreaking moment, transformative — like being struck by lightning. The recognition helped propel our start-up into a thriving news operation of 14 people.

We are striving to keep pace with these developments. In 2014, we detached from our fiscal sponsor that had incubated us, and we became our own non-profit with our own board of directors. An ambitious strategic plan has us off to a roaring start in 2015. We are redesigning our website and investing in audience development to improve the reach of our work.

Our journalism continues to think big. Watch for our coverage of the road to the UN climate talks in Paris in December; the evolving regulatory agenda on carbon emissions; ongoing fights over fracking, pipelines, oil trains and coal terminals; climate science and extreme weather; the growth of the clean energy economy; the carbon budget and fossil-fuel divestment. Also look for installments of an ongoing project on climate accountability.

ICN has come a long way from our modest beginnings, but challenges remain in supporting and expanding our work. Philanthropy, able to prioritize social over monetary returns on investment, has almost singlehandedly funded us, but we are working to diversify our sources of revenue. We hope to match every philanthropic dollar with one from another source so we can double in size and come to full scale. We are building sustainably, to serve the public interest for decades to come.

The need for our work has never been greater and we’re just getting started.

David Sassoon
Founder and Publisher, InsideClimate News
ICN’s Place in the National Media Landscape

Journalism is a collective, collaborative enterprise, an endless civic discussion on public display. News organizations compete with each other but form a common enterprise. Together, they work to cover all the angles of a complex story like climate change. In the seven years we have been publishing, ICN has become an important fixture in this landscape. We may be small, but we are a big part of the conversation.

Our focus is the story of the century. To borrow from Dr. Martin Luther King Jr., it revolves around the central questions of whether, and how quickly, the arc of free market economic prosperity will bend toward global environmental justice.

We have collaborated with other news organizations on stories about regulation and policy, pipeline ruptures and toxic pollution, aquifers and unconventional fuels, fracking and exports, clean energy and job creation, parts per million of CO2 and science, and more.

We’ve started vital conversations; we’ve continued others that our colleagues started; and we’ve corrected many that had been debased through misinformation campaigns. This is no small task, because many powerful interests fund those campaigns and the media available to challenge them has been shrinking.

We are sure we’ve been a great help to our colleagues at newsrooms around the country, where cuts have left many publications with no one to even cover the beat.

We have elevated the discourse and enlarged the dialogue, seeking to do what journalists have always done: demand accountability. And with this story, the stakes could not be higher.

Our Media Partners

InsideClimate News partners with other media organizations to enhance distribution of our work, to collaborate on investigations, and to produce video documentaries. They include:

Bloomberg

The Guardian

Inside Energy

Vice

The Weather Channel

Our Awards

<table>
<thead>
<tr>
<th>Year</th>
<th>Award Name</th>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>2015</td>
<td>Association of Health Care Journalists</td>
<td>First Place</td>
<td>Category: Investigative (Large)</td>
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<tr>
<td>2014</td>
<td>Eppy Awards, Editor and Publisher Magazine</td>
<td>First Place</td>
<td>Category: Best Investigative/Enterprise Feature on a Website</td>
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<tr>
<td>2013</td>
<td>Pulitzer Prize</td>
<td>Winner</td>
<td>Category: National Reporting</td>
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<td>2013</td>
<td>Rachel Carson Environment Book Awards, The Society of Environmental Journalists</td>
<td>First Place</td>
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<tr>
<td>2013</td>
<td>Deadline Club of the Society of Professional Journalists</td>
<td>First Place</td>
<td>Category: Reporting by Independent Digital Media</td>
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<tr>
<td>2013</td>
<td>John B. Oakes Award for Distinguished Environmental Journalism</td>
<td>Honorable Mention</td>
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<tr>
<td>2012</td>
<td>Scripps Howard Awards</td>
<td>Finalist</td>
<td>Category: Environmental Reporting</td>
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<tr>
<td>2012</td>
<td>James Aronson Award</td>
<td>Winner</td>
<td>Category: Social Justice Journalism</td>
</tr>
<tr>
<td>2012</td>
<td>Society of Professional Journalists, San Diego Pro Chapter</td>
<td>First Place</td>
<td>Category: Daily Reporting and Writing</td>
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"Big Oil, Bad Air" by Lisa Song and Dave Hasemyer (Partners: Center for Public Integrity and The Weather Channel)

"Bloomberg’s Hidden Legacy: Climate Change and the Future of New York City" by Katherine Bagley and Maria Gallucci

"The Dilbit Disaster" by Elizabeth McGowan, Lisa Song and Dave Hasemyer

"Nation’s First Tar Sands Mine Stirs Water, Environmental Fears Out West" by Dave Hasemyer

"The Dilbit Disaster: Inside The Biggest Oil Spill You’ve Never Heard Of • Ex-Soldiers Recruited by U.S. Utilities for Clean Energy Jobs • America Is Only Nation Where Climate Scientists Face Organized Harassment • Why Don’t TV Meteorologists Believe in Climate Change?"
Our Media Appearances

ICN reporters are frequently invited to discuss their stories on radio and television, or contribute to print publications. Here are some highlights of ICN in the news:

- **The Rachel Maddow Show (MSNBC)** ICN reporter Elizabeth Douglass discusses a spike in pipeline ruptures.
- **The New York Times** ICN Publisher David Sassoon authors an op-ed about the dangers of transporting diluted bitumen.
- **WBEZ (Chicago Public Radio)** ICN reporter Elizabeth Douglass speaks about America’s $3 billion commitment to the Green Climate Fund.
- **KUT (Austin Public Radio)** ICN reporter Dave Hasemyer discusses Texas regulators who lost their jobs for enforcing the rules.
- **The Washington Post** ICN reporter David Sassoon talks about his online showdown with the Koch Brothers.
- **The Colbert Report** Publisher David Sassoon holds his own discussing ICN’s Pulitzer Prize with Stephen Colbert.
- **Capital New York** ICN is cited as a case study in the surge in non-profit journalism.
- **The Takeaway** ICN reporter Zahra Hirji discusses local fracking bans in New York State.
- **Columbia Journalism Review** ICN is profiled for its work reporting on the Kalamazoo oil spill, which "led the pack."
- **Grist** ICN reporters Katherine Bagley and Maria Gallucci’s book about NYC Mayor Michael Bloomberg’s climate record is reviewed.
- **American Press Institute** Publisher David Sassoon answers ten questions about ICN’s content and strategy.
- **WHYY Public Media** Senior ICN reporter John H. Cushman, Jr. speaks about regulation of power plant emissions.
- **Why Bigger Snowstorms Come With Global Warming • Inside the Exxon Oil Spill in Arkansas • Documents Reveal Fossil Fuel Fingerprints on Contrarian Climate Research • Oil Sands Mining Uses Up Almost as Much Energy as It Produces • New York Times Dismantles Its Environment Desk**
With Drought Season Off to a Bad Start, Scientists Forecast Another Bleak Year • GOP Not Listening to Its Own Scientists on Climate Change • Extreme Heat, Drought Show Vulnerability of Nuclear Power Plants

ICN Staff

David Sassoon
Founder and Publisher
David Sassoon is the founder and publisher of InsideClimate News. He has been a writer, editor, and publisher for over 25 years, involved with public interest issues: human rights, cultural preservation, healthcare, education and the environment. He earned his undergraduate degree from Harvard University and a master’s degree from Columbia University’s Graduate School of Journalism.

Stacy Feldman
Executive Editor
Stacy Feldman is co-founder, executive editor and occasional reporter for InsideClimate News. From 2008-2010, she was its energy reporter and foreign editor, reporting extensively on clean energy technologies, forestry issues and the United Nations climate change negotiations in 2009 and 2010. Feldman has a master’s degree in international affairs from Columbia University.

John H. Cushman, Jr.
Executive Director
Jack Cushman is the author of ICN’s Carbon Copy blog and “Keystone and Beyond: Tar Sands and the National Interest in the Era of Climate Change.” Before joining ICN, he was a writer and editor with the Washington bureau of The New York Times since 1978, where he covered climate and the environment during the Clinton administration. He served on the board of governors of the National Press Club and was its president in 2000. He has taught brief courses in media and environmental law at the Vermont Law School.

David Hasemyer
Reporter
David Hasemyer co-authored “The Dilbit Disaster” which won the 2013 Pulitzer Prize for National Reporting. Prior to joining InsideClimate News, he was a freelance journalist. He also had an award-winning tenure at The San Diego Union-Tribune as an investigative reporter. Hasemyer holds a bachelor’s degree in journalism from San Diego State University.

Lisa Song
Reporter
Lisa Song joined InsideClimate News in January 2011. She is a co-author of “The Dilbit Disaster” series, which won the 2013 Pulitzer Prize for National Reporting. She previously worked as a freelance contributor to High Country News, Scientific American, and New Scientist. Song has degrees in environmental science and science writing from the Massachusetts Institute of Technology.

Lynn Zinser
Audience Engagement Editor
Lynn Zinser is the audience engagement editor for InsideClimate News. Before joining ICN in 2013, she spent 11 years as an editor, reporter and producer for The New York Times. She has also worked as a reporter for several other newspapers, including The Star-Ledger in Newark, the Colorado Springs Gazette, the Philadelphia Daily News, the Charlotte Observer and Memphis Commercial Appeal. Zinser has a degree in journalism from Syracuse University.

Elizabeth Douglass
Military Correspondent
Elizabeth Douglass writes about energy for InsideClimate News. She has more than two decades of experience as a business writer at daily newspapers, including a 10-year stint at the Los Angeles Times, where she spent the last half of her tenure covering energy. She holds a bachelor and master’s degree from Northwestern University’s Medill School of Journalism.

Katherine Bagley
Reporter
Katherine Bagley is a reporter for InsideClimate News who covers the intersection of environmental science, politics and policy, with an emphasis on climate change. She is co-author of the InsideClimate News book ‘Bloomberg’s Hidden Legacy: Climate Change and the Future of New York City’ and winner of the Deadline Club’s Award for Reporting by Independent Digital Media.

Sabrina Shankman
Deputy Managing Editor
Sabrina Shankman is a producer and reporter for InsideClimate News. She joined InsideClimate in the fall of 2013, after helping produce documentaries and interactives for the PBS show “Frontline” since 2010. Prior to working with Frontline, Shankman reported for ProPublica, The Wall Street Journal and the Associated Press. Shankman holds a master’s degree from UC Berkeley’s Graduate School of Journalism.

Zahra Hirji
Reporter
Zahra Hirji is a catch-all energy and climate reporter for InsideClimate News. Previously, her work has been featured in a mix of online and print publications, including Brown’s alumni magazine, Discovery News and EARTH magazine. She has a master’s degree in science writing from the Massachusetts Institute of Technology and a bachelor of arts in geological sciences from Brown University.

Naveena Sadasivam
Researcher & Reporter
Naveena Sadasivam is a researcher covering energy policy and science. Prior to joining ICN, she worked at ProPublica where she wrote about fracking and water issues. Sadasivam’s work has also appeared in Scientific American, Science.org and OnEarth. She has a degree in chemical engineering and a master’s degree in environmental reporting from NYU.

Alexander Wood
Business Development Associate
Alex Wood joined ICN in November 2014 to enhance the organization’s fundraising efforts. He has experience in non-profit fundraising and development at the Drug Policy Alliance, the leading drug policy reform organization in the U.S. Wood holds a bachelor’s degree in urban studies from The New School in New York City.

Paul Horn
Graphics Journalist
Paul Horn has been supporting ICN reporters’ stories with infographics, locator maps, charts and diagrams since 2012. He brings an award-winning, 25-year pedigree to the table, featuring long tenures at Reno Gazette-Journal, The San Diego Union-Tribune, Coplayer News Service/Creators Syndicate and Infographic World.

With Drought Season Off to a Bad Start, Scientists Forecast Another Bleak Year • GOP Not Listening to Its Own Scientists on Climate Change • About a Dozen Environment Reporters Left at Top 5 U.S. Papers • Extreme Heat, Drought Show Vulnerability of Nuclear Power Plants
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(contributing $50,000+)

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“...The outlet has grown into a bastion of investigative reporting with a long institutional memory, following up on stories that the rest of the attention-deficit-disordered media has either ignored or forgotten about.”

—Columbia Journalism Review

“Some observers suggested that [ICN’s] Pulitzer was a statement of sorts by the five judges that selected the national reporting winner — a way to support both aggressive coverage of the subject matter and the thrifty way InsideClimate News goes about it.”

—The New York Times

“Their great work offers hope that even as the fortunes of the mainstream media wax and wane.....good journalism will always be with us.”

—Time Magazine

“It’s possible that small operations watching niche markets could change the news as much as craigslist, Google, online advertising, and instant access to news [have]...This little company could embody the future of investigative journalism: small, lean, and totally focused.”

—EContent

“Too few mainstream news outlets take climate change seriously, approach it knowledgeably, or cover it on an ongoing basis. InsideClimate News has stepped into that void, bringing old-fashioned journalistic values to bear on the 21st century’s most important story.”

—David Roberts
Grist

“I read many climate news services, but I learn a great deal that is new, and often disturbing, in InsideClimate News. Its coverage is uncommonly deep and specific.”

—Michael B. Gerrard, Director
Center for Climate Change Law
Columbia Law School

“These guys do serious work seriously well. They break stories, provide context — and the information they uncover powers campaigns.”

—Bill McKibben
Journalist, author, activist