

**OUR MISSION:** To fulfill the responsibilities of the press articulated in the New Hampshire Constitution to hold the government accountable to the people; to fearlessly report unbiased, nonpartisan news that fully informs citizens about their democracy; and to challenge government secrecy by engaging in investigative journalism to shine light on wrongdoing and corruption.

*Incorporated May 7, 2015*

# 2022 ANNUAL REPORT

**NEW HAMPSHIRE CENTER FOR PUBLIC INTEREST JOURNALISM**

*The publishers of*



# FROM THE FOUNDER

I started the New Hampshire Center for Public Interest Journalism in early 2015, and in September launched our daily news outlet InDepthNH.org on a wing and a prayer.

I had 30 years of reporting and editing experience, mostly at the New Hampshire Union Leader, but no business experience.

I watched sadly what was happening to the legacy newspapers with drastically shrinking circulation and revenue and wanted to help. So I formed a 501C3 charity to be able to move forward hoping to raise the needed funding to make it work.

Our goal from the start has been to share what we learn to make sure New Hampshire people are fully informed about news that matters. For the last year we have been working on our NH Sustainable News Summit project that we started with a \$25,000 grant from the New Hampshire Charitable Foundation's Geoffrey E. Clark and Martha Fuller Clark Fund. We will share what we learn with all news outlets. We want to help lift all boats. (more on the ongoing sustainability project later.)

I also wanted to continue reporting the news of New Hampshire. The number of news jobs in New Hampshire have dropped 69 percent since the year 2000. With newsprint going through the roof and the cost of gas to deliver newspapers way too high, the legacy newspaper woes are likely to only get worse.

I knew InDepthNH.org was needed when I left the Union Leader and assumed that need would translate to hordes of instant readers and enough money to hire a full-time staff.

That wasn't this story.

I worked for no pay as did all our contributors early on. Our first few years grew in donations, but most years averaged well under \$50,000 until 2019. A few friends and early supporters helped inspire us with small donations, but didn't really pay the bills. A huge help was a \$50,000 grant from the Neil and Louise Tillotson Fund. Last year, we received a \$25,000 donation that helped us double all donations in November and December through NewsMatch, which doubled \$14,000 from the Democracy Fund, the Knight Foundation, and others. Through NewsMatch we also received bonuses of \$2,487 for increasing the number of our donors and \$3,000 for getting a local match donor. NewsMatch consists of intensive training on raising funds. A news outlet must be a member of the Institute for Nonprofit News, where we have taken every course they offered on building a nonprofit news outlet from how to create a business plan to utilizing social media to the ethics of producing independent, unbiased news.

At InDepthNH.org, we are still all working as contract workers, paid by the story or job, but at least getting paid, except for our angel volunteers like Bob Charest and Beverly Stoddart.

And our top reporters Garry Rayno, Paula Tracy and myself and all of our columnists certainly couldn't live on what we take home. To build our business end, we need a budget of at least \$500,000.

As we have become better known for our unbiased ethical reporting, you, our readers, have responded to our pleas for help. Before 2018, our revenue generally averaged under \$50,000 a year. In 2019, our revenue reached \$77,859, in 2020 it was \$128,460 and \$183,187 in 2021, more than doubling two years earlier. We expect



**Nancy West, the Founder and Executive Editor of InDepthNH.org, launched the website on Sept. 1, 2015.**

revenue to grow even faster as we benefit from what we are learning from our sustainability project.

Besides your generous individual donations, we sell our stories to a number of other news outlets generating about \$21,000 last year. The \$25,000 grant for our NH Sustainable News Summit project is ongoing, identifying and learning from successful models to build our business division. In the spring we hosted three Zoom forums and one in-person event to explain the funding problems and sort through possible solutions. This summer we are meeting one-on-one with individual philanthropists to help raise enough money to support our business arm. In the fall, we plan on at least one Zoom meeting highlighting what we have learned while continuing to provide the most trusted news in New Hampshire.

We plan to continue seeking support from our readers and philanthropists, but in a more structured way. We hope what we learn benefits every news outlet in the state. Our goal is to get more reporters delivering news that matters.

We all agree that Democracy Dies in Darkness, we just haven't figured out a way to pay for it yet. InDepthNH.org is going to do just that and share our model with any non-profit or for-profit news outlet interested in moving away from the beggar's tin cup approach to news.

You, our readers, have been very generous and we will have to rely on you a little longer. In 2016, we had 46 individual donors and in 2021 we had 486 individual donors. Your gifts range from \$5 to \$10,000, not counting the grants already mentioned and an annual \$5,000 donation from Northeast Delta Dental.

Without a big advertising budget, we have grown organically by word of mouth and sharing our stories on social media. We've gone from a handful of friends finding us in 2015 to almost 200,000 page views a month. Our daily free newsletter subscribers have grown from a few hundred in the early days to 7,300 today.

Why do we need local news? Take a look at the last page of this annual report. It is my best argument for why we need a resource such as InDepthNH.org. Thank you.

# AWARDS



*Beverly Stoddart Photo*

Paula Tracy, a veteran journalist who has been a vital asset to InDepthNH.org for several years, receives her Lifetime Achievement Award from the New Hampshire Press Association on June 9, 2022.

## N.H. Press Association Honors Paula Tracy with its 2022 Lifetime Achievement Award

On Thursday, June 9, 2022, the New Hampshire Press Association celebrated excellence in journalism with its annual awards banquet at the New Hampshire Institute of Politics at Saint Anselm College.

InDepthNH.org's senior reporter, Paula Tracy, received numerous awards, including the 2022 Lifetime Achievement Award. Paula was introduced by the host as someone who has a special passion for "telling important stories of her home state."

Paula worked for the New Hampshire Union Leader for 25 years and then for WMUR-TV as an outdoors writer before coming to InDepthNH.org in 2018. For InDepthNH.org, she has covered all manner of stories from

the planned rebirth of the Balsams to State House coverage. Her IHOP - In The Hallways of Power - video series has shown the depth of her compassion for reporting the news by talking with people from around New Hampshire who come to the State House and Legislative Office Building in Concord about why they show up at the State House and voice their opinions.

Paula wore a dress with a lemon print for the occasion. She later remarked that it was deliberate that what she and other reporters do is make lemonade out of lemons in this demanding job.

Paula was married for 32 years to longtime Plymouth attorney and community volunteer Thomas William Cowie, 68, of Center Harbor. He died March 22, 2021. They have a daughter, Eliza Cowie, who lives in Boulder, Colorado.

## 10 NHPA awards for our writers

In addition to [Paula Tracy's](#) selection as the Lifetime Achievement Award winner, InDepthNH.org took home 9 awards June 9, 2022, at the N.H. Press Association banquet in Manchester.

InDepthNH's New Hampshire State House reporter, [Garry Rayno](#), a NHPA 2020 Lifetime Achievement Award winner and InDepthNH.org's eminent expert on the State House, was honored with the second-place award in the 2022 Journalist of the Year category.



The First Amendment award in the small daily division, First Place, went to [Nancy West](#), the executive editor of InDepthNH.org and also a NHPA 2019 Lifetime Achievement Award winner.

A frequent contributor to InDepthNH.org, [Jeff Hastings](#) of Frame of Mind Photo, was named the Photographer of the Year.

Other InDepthNH.org winners in the small daily division included:

[Roger Wood](#) and his Golden Voice podcast, first place in the Podcast Reoccurring.

[Wayne D. King](#) took second place with his NH Secrets, Legends, and Lore podcast.

[George Liset](#) took first place as the Sports Columnist of the Year.

[Michael Davidow](#) took third place in the Columnist of the Year award.

[Terry Farish](#) took third place in the Feature Story category.

[Paula Tracy](#) and [Garry Rayno](#) took second place in both the health and government reporting categories.

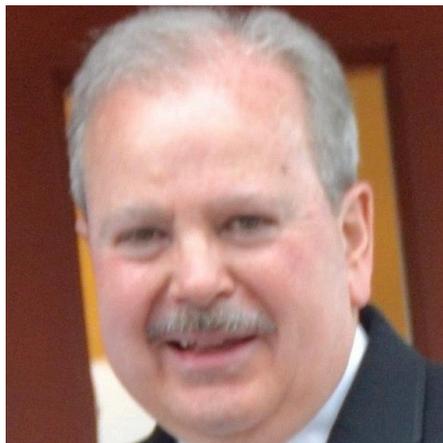
# MEET THE BOARD

## George Bald

George Bald was elected Mayor of the City of Somersworth, N.H., in 1978, the youngest Mayor in the City's history at 27 years old. He served three two-year terms. He was appointed Executive Director of the Pease Development Authority in May 2004, overseeing the continuing development of the 3,000-acre business park/airport. Governor John Lynch asked George to return as Commissioner of the Department of Resources & Economic Development. He was confirmed in April 2006 and reappointed for another 4-year term in April 2010. He retired from state service in November 2012. He recently worked for Healthtrust Inc.



and Cate Street Capital. He serves on the Board of Directors of Granite Bank and the Pease Development Authority. George is a U.S. Navy veteran. He lives in Somersworth with his wife, Candace Small. They have one son, Casey Bald.



## Bob Charest

Bob Charest started working at his hometown newspaper, the Lawrence Eagle-Tribune, while a junior at Boston University majoring in political science. That began a more than 40-year career in the newspaper business, progressing from correspondent to reporter to editor. In 1987, he moved from the Eagle-Tribune, where he was Sunday Editor, to the New Hampshire Union Leader, where he worked for 27 years, most of that time as special editions editor. He retired from the Union Leader in 2014 and since then has been involved as a volunteer for several organizations, including a watershed association in Northwood, the statewide AARP organization, and InDepthNH.org. He served as a CASA volunteer for 14

years. He and his wife Cindy, who recently retired after a 42-year career as an elementary school teacher, live in Epsom.

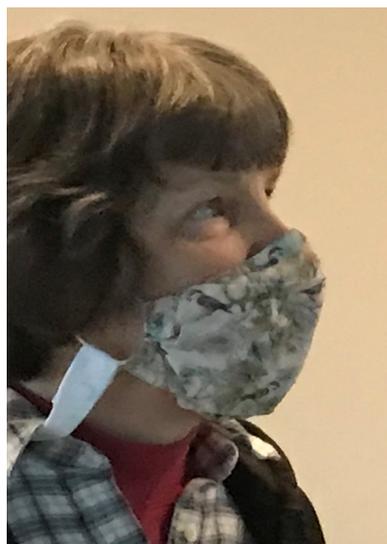
## Rick Gagliuso

Rick Gagliuso is an expert on construction law and works in construction, litigation, and dispute resolution for Bernstein Shur. His proficiency has made him an invaluable asset to business clients throughout New Hampshire and beyond. Rick has years of experience representing the media in issues like libel and privacy claims, efforts to gain access to public records and proceedings, and the myriad legal issues that may arise during the newsgathering and reporting process. Rick's expertise and decades of knowledge of the law and specific industry practices make him an effective and reliable advocate both inside and outside the courtroom. Rick is a life-long musician and avid reader who enjoys spending time with his family.



## Gina Gilmore

Gina Gilmore has been the Chief Financial Officer since 2010 of GlobaFone, a cable and satellite company founded in 1998. She is responsible for overseeing the financial operations of the company. In December 2013, she was appointed as the General Manager. Gina graduated from UNH Whittemore School of Business and lives with her family in the New Hampshire seacoast.



## Robin Mulcahy

Robin Mulcahy is a founding board member of The New Hampshire Center for Public Center Journalism and founder of the Adorable Ones children’s clothing line in Cape Neddick, Maine.

## Gloria Norris

Gloria Norris is the acclaimed author of the New Hampshire-set true crime memoir, "KooKooLand." Chosen by NPR as one of the best books of 2016 and called "electrifying" by Oprah’s magazine, "KooKooLand" is a gripping and inspiring tale of survival. Norris said she strongly believes in the importance of a free press. Norris has worked for famed directors Brian De Palma, Martin Scorsese, and Woody Allen and has written screenplays for most of the major studios, with assignments that have taken her from Paris to the Amazon. She has also produced films that have premiered at major film festivals,

including Robert Redford’s Sundance Festival and Robert De Niro’s Tribeca Festival. Gloria lives in Santa Monica, Calif., with her writer/editor husband, James Greenberg.



## Laurie Storey-Manseau

Laurie Storey-Manseau is an award-winning marketing consultant, writer, and journalist whose career has spanned 35 years. She led the marketing and PR efforts for a major academic medical center, was a reporter at a leading national newspaper, and serviced as editor of a regional magazine in the northeastern US. Laurie’s marketing and media relations approach is founded in common sense, truthfulness, and building strong relationships. She has lectured at a number of colleges and universities, and professional groups and has been recognized for her work through numerous awards. Laurie lives in New Hampshire with her husband, teenage son, crazy dog, and skittish and often invisible kitty.



## Steve Taylor

Steve Taylor is a lifelong New Hampshire resident, an independent scholar, farmer, journalist, and longtime public official. Steve operates a dairy, maple syrup, and cheese-making enterprise in Meriden Village with his sons. He has been a newspaper reporter and editor and served for 25 years as New Hampshire's agriculture commissioner. After seeing the need for in-depth reporting in New Hampshire, he joined the board as the number of news jobs continues to shrink. Steve just published his memoir, *Stephen Howard Taylor: Recollections of a life in newspapering, farming, and public service*.



## Lucy Wyman

Lucy Wyman was born in Connecticut in 1950 and has lived in New Hampshire since 1969. A high school graduate, Lucy Wyman has a diverse work history, including painting and papering, Coos-Essex County DHIA, newspaper reporter and photographer, elder care, family and divorce mediation, a natural foods store owner, and a foster parent. In October 2021, she helped organize the Women's March for Reproductive Freedom in Lancaster. Wyman describes herself as "accomplished at living," and while well-traveled, she has made the North Country of New Hampshire her home for most of her life. Her first "house" was a small camp without power or phone from where she ventured forth on her Morgan horse throughout the North Country and the White Mountains. For 29 years, she partnered with Craig Harmon, during nineteen of which he was paralyzed from a car accident. During that time, Lucy worked as a personal care assistant to Craig. He died in 2018 at the age of 63.

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## About our Executive Editor:

Retirement for Nancy West would have to wait when she left her job in 2014 at the New Hampshire Union Leader, the state's largest daily newspaper, after a 28-year career. She was not ready to quit doing what she loved, so she brought her drive and determination to the founding and growth of the New Hampshire Center for Public Interest Journalism, created on May 7, 2015.

Because of her reputation and standard of journalistic excellence, her byline often appears on newspaper websites and on the front pages of several state newspapers. She has proven that what she offers is a valued service in what she has called a "news desert."

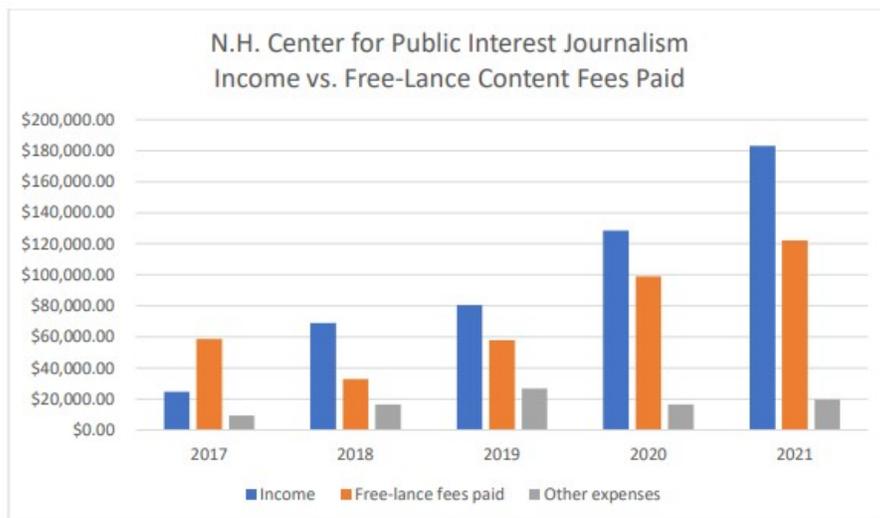
As Nancy has said, the New Hampshire Center for Public Interest Journalism retains traditional ethical standards of fair and unbiased reporting, while embracing new media as appropriate and as it evolves. She has served as an instructor with the New England Center for Investigative Reporting at Boston University for three summer sessions, from 2014 to 2017, where she taught Investigative Reporting and Anatomy of a Story to high school students interested in a career in journalism.

She has a bachelor's degree in mass communications and media studies from the University of Wisconsin and also studied at Roger Williams University in Rhode Island.

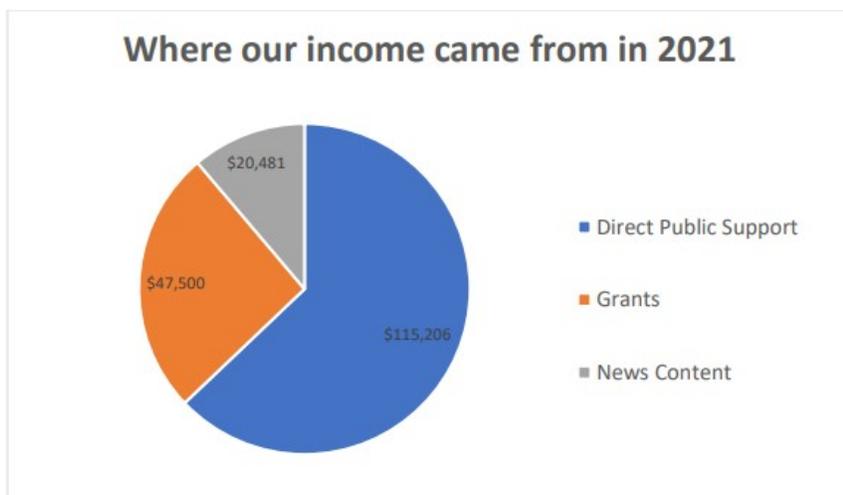


# FINANCIAL

InDepthNH.org was started in September of 2015 and has steadily grown in both budget and stature over the past seven years. We are proud that the major portion of our annual fundraising is employed to bring you more news every day.



As the chart above demonstrates, we have gradually grown our revenues each year, and the bulk of that money has gone to pay free-lance fees to our veteran journalists. The more we raise, the more news we can bring to our readers, from the Statehouse and beyond. At the same time, we have kept our expenses low, and still no paywall on our website!



We are also proud of the fact that the bulk of our income comes from you, our readers, who respond each year to our financial appeals via the NewsMatch program in November and December, as well as N.H. Gives in June. A "Donate" button on our website also provides support.

As a non-profit corporation, The New Hampshire Center for Public Interest Journalism - the parent corporation of InDepthNH.org - will gladly accept your tax-deductible donation through our website or by contacting our executive editor, Nancy West, at (603) 738-5635.

# SUSTAINABILITY

## NEW HAMPSHIRE SUSTAINABLE NEWS SUMMIT

This series is due to a generous grant from New Hampshire Charitable Foundation’s Geoffrey E. Clark and Martha Fuller Clark Fund and others.

**S**ustainability. It seems to be the buzzword of the 21st Century. It pops up everywhere these days.

Are we talking about sustainable energy? Sustainable forests? Sustainable agriculture?

And what exactly is the definition of sustainability? Is it the dictionary definition of: *the ability to be maintained at a certain rate or level* or is it *the avoidance of the depletion of natural resources in order to maintain an ecological balance*?

Or more broadly, is it, as some have suggested, *meeting our own needs without compromising the ability of future generations to meet their own needs*?

And exactly how does this apply to the crisis in journalism?

We asked ourselves this last question, and then we set out to answer it. We did this by hosting the New Hampshire Sustainable News Summit in April and May of 2022. We invited four eloquent speakers, either by the Zoom meeting platform or in person at the Derryfield Restaurant in Manchester, all of whom approached the question from their own perspective: an academic who studies the media, an activist journalist, a very successful innovative journalist, and a memoirist.

We learned from Journalism Professor Dan Kennedy of Northeastern University in his April 5th talk that about 2,100 newspapers have closed during the past 15 years in the United States, and about 6,000 newspaper journalists have disappeared in the past three years alone.

Obviously, this sustainability concept has evaded us in the media world.

And what’s worse: A recent Gallup Poll has revealed that Americans’ confidence in newspapers and television news has fallen to an all-time low. Just 16 percent of U.S. adults now say they have “a great deal” or “quite a lot” of confidence in newspapers and 11 percent

in television news. Both readings are down five percentage points since last year.

What’s a journalist to do?

Professor Kennedy says several models for the new journalism are works in progress, and he considers himself a fan of the cooperative: collaborative ventures in which the profits generated are either reinvested in the enterprise or returned to the members. He believes cooperatives bring people together in a democratic and equal way.

Other ventures, both profit-making and nonprofit, are also working in some areas of the country. “Several models are in the experimental phase: No one size fits all solution,” Kennedy said in his talk, which he called “Breaking Point: Local News is in Crisis, What can we do to save it?” for our summit session. His talk was the lead-off in the Zoom series, with 122 people registered.

**“Democracy really begins at the local level. But it doesn’t begin without an informed citizenry.”**

**DAN KENNEDY**



Other models covered by Kennedy in his talk included public benefit corporations, which means it’s a for-profit corporation, but the charter is written in such a way that the members are under no obligation to squeeze out profits in order to enrich their owners, and some have a nonprofit arm to accept donations. He also mentioned a nonprofit volunteer project, the Bedford (Mass.) Citizen, which has begun producing professional journalism; also, a for-profit print product, one of the few starting, called the Provincetown Independent that has a digital site but encourages readers to take the newspaper by charging less for a print/digital subscription. That model also uses a nonprofit subsidiary that funds special reporting topics such as housing and the environment.



**"First, if you don't start a new independent news outlet with significant financial backing, it's highly unlikely your outlet will ever find enough backing to survive, let alone thrive. Second, in most cases independent news outlets are led by journalists, not business people, and few founders have all the skills they need to survive over the long term."**

**JASON PRAMAS**

**FROM PREVIOUS PAGE**

Kennedy is working on a new book with colleague Ellen Clegg, retired Opinion Page editor of the Boston Globe, tentatively called "What Works: The Future of Local News."

"A lack of local news coverage has been known to lead to more corruption, fewer people running for local office, lower voter turnout," Kennedy said. "There was a really interesting study done a few years ago that showed that communities that didn't have a reliable source of local news ended up having to pay a higher interest rate when they wanted to borrow money to build a new fire station or whatever, and it's because the people who lend the money were building in essentially a corruption tax."

Kennedy also bemoaned the fact that some national chains are buying and decimating legacy newspapers, including some in his home state of Massachusetts.

"But one of the things that Ellen and I argue and we hope to show in our book is even though these external problems are very real, the internal problems are every bit as real, and those internal problems and corporate chains and hedge funds came in and bought up so many of our newspapers, cut deeply, way beyond what they needed to, to make a small profit and made it impossible to do the kind of innovation that would have been needed to move toward some sort of a future," he said.

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The second speaker in our series, Jason Pramas, the executive editor and associate publisher of DigBoston, Boston's alternative weekly publication, and executive director of the Boston Institute for Nonprofit Journalism, gave what he called a "glass half empty" presentation.

His talk on April 12th had 53 registrants, and Pramas offered a "ground-level perspective," on journalism start-ups in response to what some have called a news emergency: "None of them really work together or in combination. Literally hundreds of independent local news organizations have been started by journalists around America in the last 17 years or so, and the vast majority of those outlets struggle mightily for a few years, then crash and burn..."

Pramas, who has been involved in journalism startups for

decades, including the New Liberation News Service in the early '90s, had this to say: "So the crisis in journalism outlined by Dan Kennedy last week, particularly the rolling collapse of local independent journalism over the last 25 years, is a direct threat to our democracy. It is not some minor problem that we can engage with or ignore at our leisure, yet expect democratic institutions to function as normal. If journalism at any level, especially the local level upon which all politics is built ... If journalism at any level, especially at that local level, fully collapses, then democracy, too, will collapse."

Pramas does not paint a rosy picture. Journalists find themselves getting uncomfortably close to social media giants like Google and Facebook that he says "have done their level best to destroy the news industry as Dan Kennedy mentioned in brief last week. Those worthies then spend peanuts on such gatekeeper associations that we join to basically keep us all in check, and those gatekeeper associations in turn dole out tiny fragments of those peanuts to select member outlets willing to abase themselves sufficiently, while hundreds of nonprofit news outlets struggle to run our operations on the pittances we can raise, leaving us to wing in and out of existence like fireflies in each passing month but unable to really pull in the bigger money we all need to become going concerns."

His solution?

"First, if you don't start a new independent news outlet with significant financial backing, it's highly unlikely your outlet will ever find enough backing to survive, let alone thrive. Second, in most cases independent news outlets are led by journalists, not business people, and few founders have all the skills they need to survive over the long term. Nor can most of them raise the money to hire people with those skills. Third, the inability of most independent news outlets to raise sufficient funds to meet their expenses and grow to the size necessary to properly cover their chosen territory throughout their lifespan is the biggest threat to America's ability to replace the local news media we've lost over the last quarter century.

"I believe that there is no ideal way forward to solve the crisis

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**/səˌstānəˈbilədē/**

FROM PREVIOUS PAGE  
 in local journalism. Or journalism in general. The best I think we can do is to continue to experiment and muddle through and develop some combination of economic models that will help build our broken news industry in the interest of democracy. We can also and this is critical, collaborate, all of us doing these kinds of projects, and I would say everyone in the remaining major news media, people have to cooperate, they have to help each other, especially help people that are below them in the news industry,” he said.

**"My philosophy from the beginning was that we had to be daily, we had to be hitting the news hard. And we also had to be pursuing investigative reporting along the way as well. So that was kind of the secret sauce. "**

**ANNE GALLOWAY**



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 Anne Galloway, who has found a way to succeed and do it spectacularly, was the third speaker for our Zoom sessions on April 19th, speaking to 74 registrants. Galloway is the founder and editor of VTDigger and the executive director of the Vermont Journalism Trust. Anne founded VTDigger in 2009 after she was laid off from her position as Sunday editor of the Rutland Herald and Times Argus. Since then, VTDigger has grown from a \$16,000 a year nonprofit with no employees to a \$2.8 million nonprofit daily news operation with a staff of 28 - 16 of them reporters.

In the world of nonprofit news, Galloway is seen as one who has found the sweet spot. How did she do it?

At first, she was armed with a business plan and began by writing two or three articles a week. She realized she needed a better path to audience growth and started to cover the Vermont State House, even though her experience was as an editor on a news desk.

“And so there was a lot of room for naivete and experimentation,” Galloway said. “And I started out by just covering the State House every day and then supplementing that with some freelance material. And I published press releases and opinion pieces from the community. And as my first reporter said, we did a really good job of playing a news organization on the web.

By May of 2010, VTDigger.org had about 14,000 unique readers a month, and after merging with the Vermont Journalism Trust, Galloway was able to contact more people in the community who had connections with businesses and with people in the philanthropic community. Early on, she was able to hire an editor and a few reporters, and that, she says, was the turning point.

“People really liked what we were doing and they responded to it. My philosophy from the beginning was that we had to be daily, we had to be hitting the news hard. And we also had to be pursuing investigative reporting along the way as well. So that was kind of the secret sauce. We were very attentive to tips from readers in the very beginning,” she said.

Eventually, she was able to seek out more sustainable funding through membership programs and underwriting as well as some philanthropy.

Galloway says VTDigger.org now has more than 540,000 unique

readers per month.

“I think that every time we have a big breakout story, there is a point at which the audience, people in Vermont and outside of Vermont, notice this and they start signing up for the email, and it sort of becomes this slowly growing spiral ... I would say the first big story that hit us was Tropical Storm Irene in 2011. Suddenly, our readership doubled because people knew we existed. We were just reporting the heck out of the story to the degree that we could. You know, I've always believed in breaking news in addition to policy stuff. So we've been very committed to following a story to its end and showing all the developments along the way. We've developed a lot of loyalty for that reason.”

Galloway thinks her model can work elsewhere. “My feeling at this point is that online news is the answer. Nonprofit news is the answer because there aren't any profits in media anymore. And investigative reporting is really the cream on top of the cake. I think it's really important to have great daily reporting as a foundation, as the base layers of the cake. And that's how we've done it at Digger.”

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To cap the New Hampshire Sustainable News Summit, we went back to a pro: Author Gloria Norris, who last spoke for InDepthNH.org in November 2019 with a well-received talk on “Why the Future of News Matters.” This time, she delivered another spectacular keynote address titled “Truth and Consequences” on May 4th to 65 registered and invited guests at the Derryfield Restaurant in Manchester.

Norris is the author of “KooKooLand,” published in 2016 and her memoir of growing up in Manchester, N.H., at Elmwood Gardens, a housing project, with a father who was somewhat less than a sterling character. Written early on from the viewpoint of a nine-year-old deeply conflicted by her father's toxic personality and her mother's passive acceptance, Norris moves into the story of her life with a delicate and thoughtful examination of the forces that kept the family in poverty, always a step away from a catastrophe, and witness to a world that was moving very fast around them.

Norris has been for several years a board member of the New Hampshire Center for Public Interest Journalism. She and her husband, James Greenberg, live in Santa Monica, Calif., but she always finds time to offer her assistance to our organization. She has worked for entertainment giants such as Martin Scorsese, Woody Allen and Brian De Palma.

FROM PREVIOUS PAGE

She also assisted Robert DeNiro and Joe Pesci on an unproduced project, "Stolen Flower." She has worked as a screenwriter for most of the major studios, with assignments that have taken her from Paris to the Amazon.

For her talk during the Summit, Norris related one of her father's favorite sayings:

"My father Jimmy was a petty criminal. Any day that he could pull a fast one on somebody, you know, run a scam, pull the wool over someone's eyes or whatever you want to call it, that was a bang-up day for him. 'Keep it on a stonewall, kiddo' were the words that he preached to me, or in scarier moments, threatened me with. That meant, 'Keep your big mouth shut. Don't spill the beans. Don't rat out your old man' or anyone else for that matter.



**"It's dirty, grueling work, getting people to come clean. But a true democracy depends on it."  
GLORIA NORRIS**

**"At first, everything seems confusing. Nothing seems clear. You hit a lot of dead ends. Often you ask yourself why you got into this in the first place. You question whether you'll ever come out the other side. You live to tell the tale."  
GLORIA NORRIS**

Norris said that whenever she starts to feel really pessimistic, hopeless even, about where we're headed, some brilliant hard working journalist writes a blistering expose that corrects our course even just a little bit. "And it restores my faith that good people can make a difference, and that the truth wins out in the end."

"Again, and again, journalism restores my faith," she said "Every day brave journalists like them risk their lives to get out the truth. They're public servants as much as any police person, firefighter, health-care worker or teacher. In fact, they do all of those jobs rolled into one: Catch the bad guys. Pour cold water on raging fires, heal what ails us and educate us about, well, everything."

Norris ended her talk with this observation: "At first, everything seems confusing. Nothing seems clear. You hit a lot of dead ends. Often you ask yourself why you got into this in the first place. You question whether you'll ever come out the other side. You live to tell the tale. And that's what I did (in my memoir). And that's what Nancy does, too, every day. Let's keep on supporting her and helping her do that."

"This menacing motto, 'Keep it on a stone wall,' clearly derived from the verb to Stonewall. Here's the Oxford Dictionary definition of Stonewall: 'To delay or block or request a process or a person by refusing to answer questions or by giving evasive replies, especially in politics.' The example sentence given is: 'The highest level of bureaucracy stonewalled us.'

"Journalists like Nancy know the meaning of the word stonewall all too well. They encounter it every day of their working lives. They endure it in some cases for years on end, doggedly sticking with a story until the real story comes out. They unwrap layers of lies, distortions and obfuscations, omissions and denials, and so-called truthful hyperbole, as our former president famously described lies of exaggeration, jaw-dropping exaggeration, I might add. One by one, journalists strip away these layers these lies like peeling an onion.

"By the time they finish peeling that god awful onion, it usually stinks to high heaven. Sadly, human beings are capable of some pretty rotten things. It's dirty, grueling work, getting people to come clean. But a true democracy depends on it. A true democracy will die without it, and exposing local corruption is every bit as important as exposing national corruption."



**These talks are available to view**

To watch any of these speeches, all are archived on You Tube and may be accessed here:

**Dan Kennedy:**

[https://www.youtube.com/watch?v=F\\_zAs25\\_C3nk](https://www.youtube.com/watch?v=F_zAs25_C3nk)

**Jason Pramas:**

<https://www.youtube.com/watch?v=ZKSBpZckRUM>

**Anne Galloway:**

[https://youtu.be/NHX\\_9Qdg\\_M4](https://youtu.be/NHX_9Qdg_M4)

**Gloria Norris:**

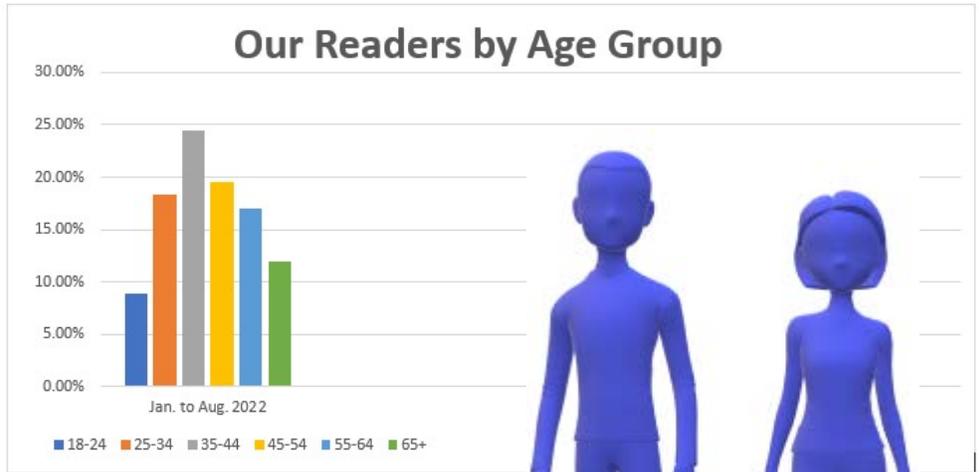
[https://www.youtube.com/watch?v=d\\_SNL9aSR8GQ](https://www.youtube.com/watch?v=d_SNL9aSR8GQ)

# OUR READERSHIP

**InDepthNH.org** has been growing by leaps and bounds since its start in September of 2015. In the first month, we doubled our users. In our third month, we tripled them. And year after year, our Google Analytics reports have shown our audience has grown exponentially.

At the beginning of our second year, our user numbers showed a sevenfold increase, and by the beginning of year six, our users had skyrocketed to over 74,256 views per month. From our analysis of page views, we bring readers to our site with news and features that are not found elsewhere, from breaking news coverage, including updated information on the pandemic, to State House coverage and investigative journalism on police and government matters.

Over the years, our diverse stable of columnists has given voice to all manner of politics and opinion. Our readers have responded with their financial support, allowing InDepthNH.org to increase its budget every year since its inception and still keep the website free of any paywalls, making the site truly accessible to everyone.

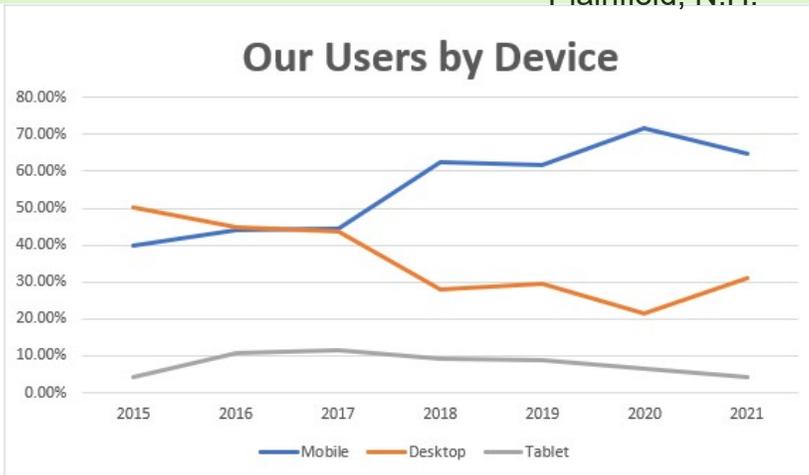


The age of our readers falls across the spectrum. Usually, the gender of our readers is evenly split between males and females, but some stories appear to drive male readership to our site in higher numbers.

Cases in point: The story we published on June 7, 2022, regarding “Ruger Shareholders Take a Stand” generated the highest readership of the week, with those readers overwhelmingly male. On Feb. 19, 2022, we published a story headlined “Cannabis and the Island of New Hampshire,” and that story also generated the highest readership numbers of the week, with male readers outnumbering female by a margin of two to one.

"I just love reading all your stories!! It keeps me updated and in the loop! Keep up the great job! It's the first email I open every morning! Thanks for all everyone does to make us happy."

**Vicky L. Sousa**  
Plainfield, N.H.

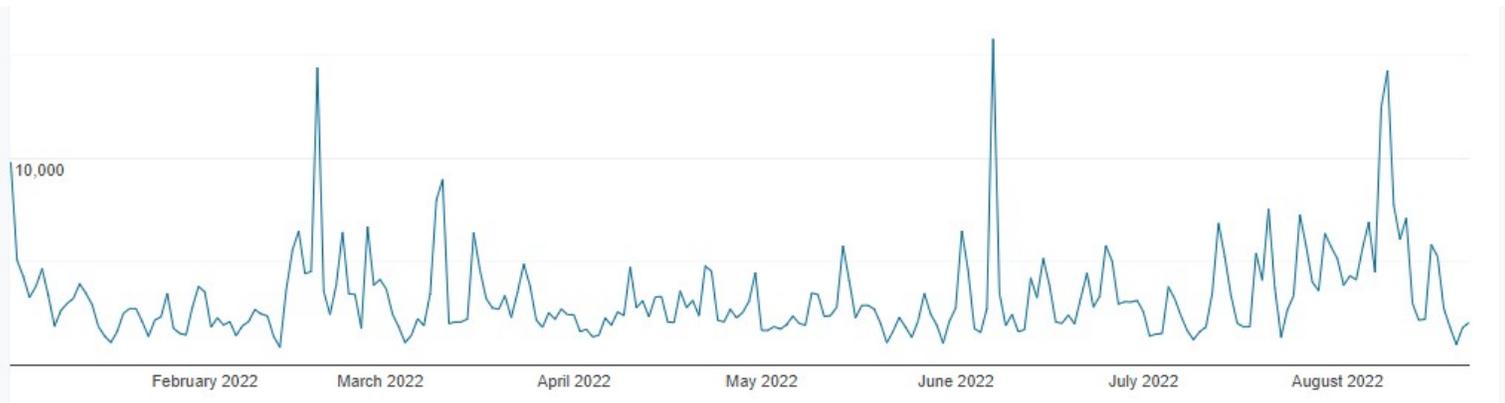


When InDepthNH.org launched in 2015, the majority of our users were accessing our site from a laptop. That all began changing around 2016-2017, when the majority of our users were using their mobile devices to get their statewide news. InDepthNH.org has kept pace with our users by designing our website to be mobile-friendly while also remembering our origins by keeping everything easy to access and read on a laptop or tablet as well.

# CONTINUES TO GROW

## How many people read InDepthNH.org?

Without a big advertising budget, we have grown organically by word of mouth and sharing our stories on social media. We’ve gone from a handful of friends finding us in 2015 to almost 200,000 page views a month. Our daily free newsletter subscribers have grown from a few hundred in the early days to 7,300 today. That number increases by almost 100 a week depending on how busy the week is for news.

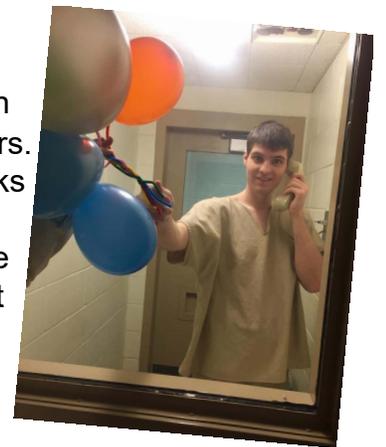


**The Google Analytics chart above, showing our active users for the first eight months of 2022, demonstrates that content is what drives readers to our site. On those days when we publish stories with far-reaching appeal, our traffic increases. But InDepthNH.org has never been about “click-bait.” We will not publish what we know will drive traffic to our site with the intent of pumping up our numbers. That is not the way we conduct our business.**

### The numbers tell our story

**C**rime and the courts have always been of primary interest to InDepthNH.org readers. We often have exclusive content that speaks to our mission of representing the marginalized people of our state. These are people whose stories would go untold if not for our reporting.

Here are some of the stories that interested you, according to our Google Analytics reports:



- 11/10/2015: Mentally Ill Patients Locked Up In State Prison Who Didn't Commit A Crime
- 2/18/2016: Mom Threatened With Arrest For Bringing Cellphone To Visit Son In Secure Psychiatric Unit
- 7/5/2016: Conway Circuit Court Judge Pamela Albee Reprimanded
- 5/27/2017: Freelancer Says Her Life's Been In Turmoil Since Controversial AP Story About Kellyanne Conway Event
- 4/27/2018: Patient Demands Mental Health Treatment, Not Prison, Since He Hasn't Committed A Crime
- 7/16/2018: State Rep: No Treatment Standards Reviews For Decades At Prison's Secure Psychiatric Unit
- 4/24/2019: AG Seeks Dangerous Man As Person Of Interest In Laconia Homicide On Friday

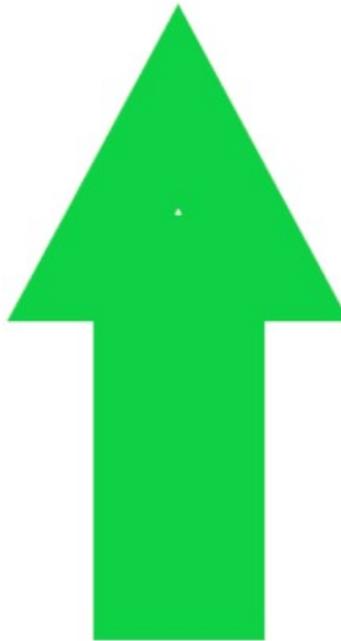
The New Hampshire Center for Public Interest Journalism, which publishes InDepthNH.org, has been participating in the NewsMatch program since 2017. From Nov. 1 to Dec. 31 of each year, NewsMatch provides a way for nonprofit news supporters to donate to their favorite website



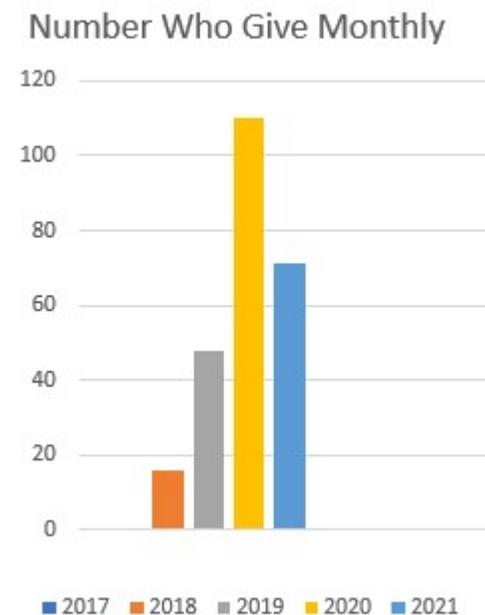
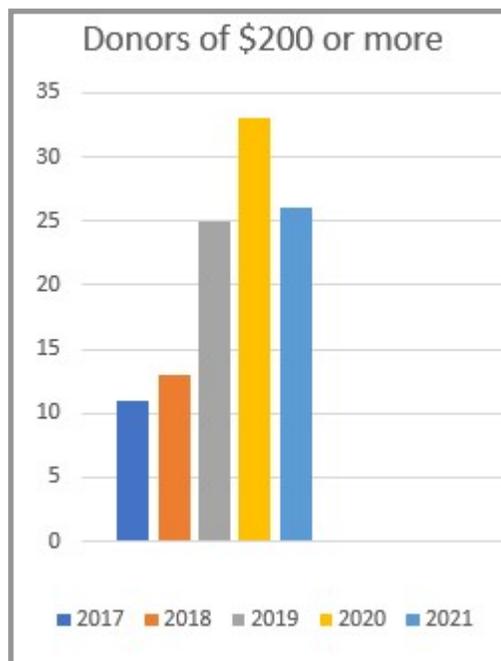
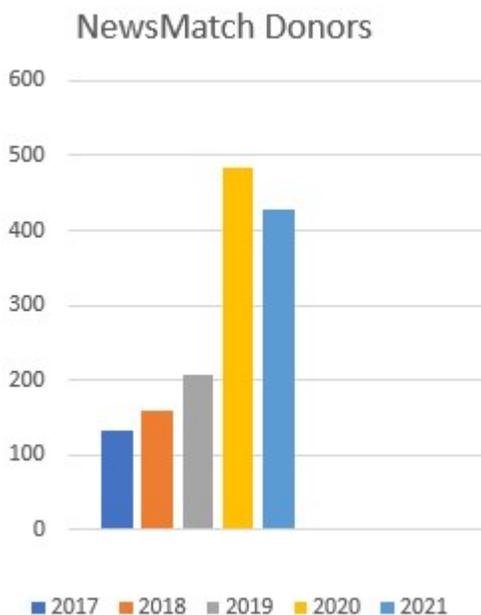
and have their gift matched. The program is sponsored by the Institute for Nonprofit News – to which InDepthNH.org belongs – and is funded by philanthropists Knight Foundation, Ethics and Excellence in Journalism, Democracy Fund, the Gates Family Foundation and others who understand that local news is the heart of our democracy.

NewsMatch operates for only two months of the year – November and December – so it is important that donors give during that period for their donation to be matched, up to a set limit.

One important component of NewsMatch is the ability for local news sites to enlist the



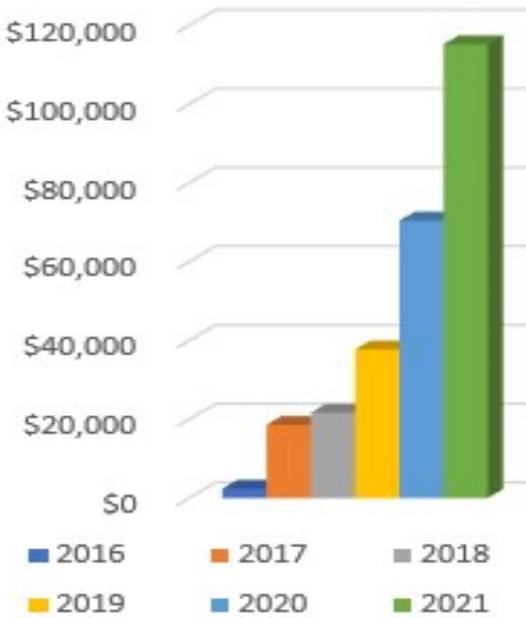
help of local matchers. New Hampshire individuals, businesses, philanthropists and foundations may become local matchers, which encourages others to have their gifts matched up to three times. Local matchers will match individual donations dollar for dollar up to a set amount, thereby tripling InDepthNH.org’s match opportunity. There is no limit to the number of local matchers we can recruit. If you would wish to help us as a local matcher, please contact Nancy West directly at (603) 738-5635.



## Working For You

How do we know if we are doing well by our readers? Your increasing support each year tells us that you like what we are doing. Below is our direct public support by year, representing the total of all individual contributions including website donations and NewsMatch contributions.

### Direct Public Support



## How to contact us to donate



At the top of our website, InDepthNH.org, click on the **Donate Now** button.

You may make a one-time gift or become a sustainer. You may donate using PayPal or your debit or credit card. To become a sustainer, check the box marked "Make this a monthly donation." Your gift will help preserve independent, unbiased, investigative news for New Hampshire. With your help, our online news outlet InDepthNH.org will fearlessly report news that matters to you.

The New Hampshire Center for Public Interest Journalism is a public charity under IRS rules, and your donations are tax-exempt under Internal Revenue Code Section 501 C 3.

Donors may also underwrite a specific column, podcast, or the website. Talk to us about including the New Hampshire Center for Public Interest Journalism in your estate planning.

Please call Nancy West at (603) 738-5635 for more information. If you prefer, you may mail donations to:

**New Hampshire Center for Public Interest Journalism**  
**38 Edgewater Drive**  
**Barrington, NH 03825**

Our email address is [nancywestnews@gmail.com](mailto:nancywestnews@gmail.com)

We wish to thank our benefactors, including the New Hampshire Charitable Foundation’s **Geoffrey E. Clark and Martha Fuller Clark Fund**, which supported our New Hampshire Sustainable News Summit, as well as the **Neil and Louise Tillotson Fund**, one of the largest permanent rural philanthropies in the country. The generous grant we received from the Tillotson Fund helped us provide extensive coverage of the Granite Pass transmission line hearings. We have also received other grants throughout the years, including a \$25,000 donation from an anonymous donor. We extend our appreciation for assisting us in providing ethical journalism for New Hampshire.

“I am a regular reader of your news service. Your articles are well-written and engaging. Since I don’t watch commercial television, I get my news online from the New York Times and the Washington Post. That means my local news source is InDepthNH.org. Thank you for giving me the opportunity to read unbiased and thoughtful, topical reports and articles about my home state!”

Pam Kelly  
 Nottingham, N.H.

# Our stories

InDepthNH.org and its parent organization, the New Hampshire Center for Public Interest Journalism, are proud of the stories we have published in the last seven years, and how hard our reporters and columnists have worked. They are fueled by a passion to inform our readers of news that matters. We won't stop.

One of the first stories we focused on was how New Hampshire locks people up at the Secure Psychiatric Unit at the men's prison in Concord for being mentally ill and too dangerous to themselves or others to treat at the New Hampshire Hospital, the state's main psychiatric hospital. A photo of the telephone-booth-size cages used for group therapy at SPU shocked many readers.

InDepthNH.org was the first news outlet to receive permission from a patient to report on a confidential contested Probate Court matter on that patient's competency to stand trial.

We reported 18 stories on one man who was able to show that politics played a role in his case, and he was able to win his release when the state wanted to lock him up for another five years on an assault charge.

<https://indepthnh.org/2018/05/13/a-state-of-contradictions-especially-if-you-are-mentally-ill-in-nh/>

Editorial cartoonist Mike Marland had a wonderful take on the Northern Pass project "Rust in Peace." InDepthNH.org as the only news outlet to cover almost all adjudicatory hearings for Northern Pass. At a very long press table, either Nancy West or Garry Rayno would be the only regular reporters to cover 68 of the 70 hearing before the Site Evaluation Committee.

<https://indepthnh.org/2018/02/01/regulators-vote-7-0-to-deny-northern-pass-application-in-deliberation-day-3-shocker/>

We are the only news outlet still engaged in the lawsuit against the Attorney General demanding all of the names on the secret Laurie List of dishonest police officers be made public.

Five other news outlets and ACLU-NH dropped out and helped write a new law that will allow an as-yet-unknown number of names to be removed from the list. At one point there were 184 names on the list. Some have been made public, but the state has taken no action to alert people convicted of crimes that they could petition for a new trial if the police officer who testified against them had been disciplined for dishonesty or excessive force.

<https://indepthnh.org/wp-content/uploads/2022/07/20220705-ees-compliance-report-1.pdf>

Attorney Andru Volinsky is representing us pro bono in this matter. We believe all of the names should be made public, not just some of them.

<https://indepthnh.org/category/dishonest-police/>

We have also covered COVID-19 and the State House indepth with expert reporters Garry Rayno and Paula Tracy.

