

WHAT DOES TRANSPARENCY LOOK LIKE?

The Center for Public Integrity

2009-2010
Progress Report
20TH ANNIVERSARY

Letter from the Board Chair



Marianne Szegedy-Maszak

A handwritten signature in black ink, appearing to read "Marianne Szegedy-Maszak".

George Herbert Walker Bush was the president that year. Smoking was banned in airplanes. After 45 years Germany was reunified and after 27 years Nelson Mandela was freed from prison. The United States triumphed over Iraq after it invaded Kuwait and the Hubble space telescope was first launched. More than 1,600 newspapers in the United States provided news to their communities and the networks still commanded over 60 percent of prime-time viewers.

The year was 1990 and a young investigative reporter named Charles Lewis had left his comfortable network job as a producer for the legendary newsman Mike Wallace on the legendary television newsmagazine *60 Minutes* to do something foolish, risky and doomed to fail. He established a post office box, collected a number of distinguished people who said they would be willing to serve on his advisory board, and filed the papers to create an audacious nonprofit investigative reporting experiment that he called “The Center for Public Integrity.”

Clearly, the organization didn’t have a chance. Not only was the name cumbersome, the concept was absurd. The Center was going to be a nonprofit and report and write groundbreaking investigative journalism in the public interest. It was not going to be constrained by limited news holes, recalcitrant editors or nervous publishers, but it would produce long, complicated, detailed investigations on subjects of vital public concern. It would do this work as an independent, nonprofit organization, free from any form of corporate ownership or funding. And rather than protectively guard its data and its reporting—essential in the competitive world of daily journalism—it would make its findings and research available to news organizations and journalists throughout the world for free, so the news the Center generated, was news that other media could circulate.

The whole idea was insane.

Now 20 years later, it turns out that this idea was not so crazy after all. Throughout those years the Center for Public Integrity has produced hundreds of original investigative reports. Some became national news like the Lincoln Bedroom investigation, which revealed that during the Clinton administration this hallowed room was essentially being auctioned off in exchange for campaign cash. Others made public crucial documents and facts, including the secret and controversial Patriot II Act draft legislation and Halliburton’s place as the largest private contractor in Iraq and Afghanistan. The Center changed the way reporters looked at presidential races by exploring the stream of political contributions that carried a candidate to the White House with its *The Buying of the President* book series. The 2004 book was a best seller.

While many were concerned about misleading statements from the Bush administration that led us into the War in Iraq, only the Center for Public Integrity

would actually count the number of false statements made by the President and seven of his top officials over two years and correlate the statements with particular events like congressional votes or elections. Through hard-nosed, often tedious reporting, the Center showed that the path to war was paved with 935 misstatements.

Anticipating what became known as “globalization,” in 1997 the Center created the first international, transboundary team of investigative reporters and named it The International Consortium of Investigative Journalists. Today the ICIJ network extends to 50 countries with 100 reporters who work together to produce blockbuster investigations.

No one could have imagined, way back in 1990, that 20 years later, journalism would be in crisis. Who could have imagined that the unprecedented demands of the digital age, with too much undifferentiated information feeding the voracious 24-hour news cycle would make it so difficult for reporters and editors to find a place for important original investigative stories that explain our complex world? And who could have imagined that for many, nonprofit journalism would be seen as the salvation of the Fourth Estate?

While brilliant founders often create exemplary organizations that then collapse after their departure, the Center is different. Today, under the stellar leadership of National Public Radio veteran Bill Buzenberg, and a team of first-rate journalists, the Center for Public Integrity has continued the great work that since its inception has resulted in congressional hearings, front page stories, Justice Department investigations, Executive Orders and concrete changes in both policy and expectations of our leaders. The Center is not simply a journalistic force to be reckoned with, not simply, as the *National Journal* once said, “a watchdog in the corridors of power,” but an important institution.

While the list of Center studies and investigations is a long one, behind the work is a talented staff and a community of individual members and foundations motivated by a common belief: *the public interest is best served when people know the full story behind the laws, regulations and contracts that affect their lives*. This belief is the core of our bedrock commitment to the idea that an informed citizenry is fundamental to a functioning democracy.

On behalf of the Board of Directors, I would like to thank all of those who make this work possible, and who have sustained this absurd idea for so many years. And in the midst of an era when confidence in many of our institutions is at an all time low, I invite you to wander through these pages and take heart. As the late John Kenneth Galbraith observed, “Nothing is so inconvenient, so unwelcome and often so powerful as the cold truth. This, the [Center] for our pleasure and for our benefit provides.” ■

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The Center for Public Integrity produces original investigative journalism about significant public issues to make institutional power more transparent and accountable.

To pursue its mission, the Center:

- Generates high-quality, accessible investigative reports, databases, and contextual analysis on issues of public importance.
- Disseminates work to journalists, policymakers, scholars, and citizens using a combination of digital, electronic, and print media.
- Educates, engages, and empowers citizens with the tools and skills they need to hold governments and other institutions accountable.
- Organizes and supports investigative journalists around the world who apply the Center's values, mission, and standards to cross-border projects.
- Remains independent by building a strong and sustainable financial base of support, including a community of committed individuals and foundations.

The Center for Public Integrity is a nonprofit organization dedicated to producing original, responsible investigative journalism on issues of public concern. The Center is non-partisan and non-advocacy. We are committed to transparent and comprehensive reporting both in the United States and around the world.

Letter from the Executive Director



Bill Buzenberg

A handwritten signature in black ink that reads "W.S. Buzenberg".

"I am a firm believer in the people. If given the truth, they can be depended upon to meet any national crisis. The great point is to bring them the real facts."

—Abraham Lincoln

"More crime, immorality and rascality is prevented by fear of exposure in the newspapers than by all the laws, morals and statues ever devised."

—Joseph Pulitzer

Accountability journalism stands at the core of a healthy democracy. A vigilant watchdog news media is the way we provide the kind of truth and transparency required for self government.

Here in Washington, D.C., we are witnessing an explosion of special interest lobbying and self-interested spin around major legislation moving through Congress. Thousands of lobbyists and many millions of public relations dollars are pouring into the capital to shape the outcome on much-needed banking regulation, health care reform, and global warming legislation, to name just the top few.

I'm proud of the role the Center for Public Integrity has played in this last extremely busy year, tracking and reporting on the unprecedented amounts of money, influence and misinformation, setting the record straight, and explaining the consequences of this battle for change vs. business as usual. It is not too much to say that an informed citizenry and indeed our democracy hang in the balance.

The investigative work produced by the Center figures more importantly in this equation than ever before, given the emaciation of investigative teams, foreign bureaus, and reporting staffs at the local, national, and international level. In response to the concurrent crises in journalism and accountability reporting, the Center for Public Integrity's investigative work has been as robust and vigorous as at any time in our history. Our digging into the causes of the global financial crisis that exploded last year is perhaps one of the best recent examples of our investigative drive.

The Center analyzed 7.3 million high-interest mortgage applications to identify and name the top 25 subprime lenders in America who did so much to cause the financial meltdown. This exclusive reporting on a trillion dollars in mortgage lending provided an unprecedented and detailed look into the role played by our largest banks and investment houses—the ones that were bailed out with taxpayer dollars. The subprime boom was so lucrative, in part, because it was so unregulated.

The fight to re-regulate the banking industry is an ongoing story that the Center continues to investigate.

We are using our data-driven technology combined with tough reporting in new and powerful ways to expose the insider dealing of everything from the climate change lobby to global tobacco smugglers. I know the transparency provided by the Center's reports helps change behavior. I have seen over and over again how our brand of scrupulously researched, in-depth investigative reporting, widely and digitally distributed, provides accountability that is otherwise lacking.

In addition to building a terrific team of Center reporters and editors, we've helped launch a new Investigative News Network to tie together more than 20 other online investigative news organizations. While so much of advertising-supported journalism is in retreat, I remain optimistic that we are helping to construct a new media ecosystem that is taking on a greater and greater watchdog role. The Center for Public Integrity has been a major leader in this development. At the same time, we are expanding globally as never before, bringing together the world's best investigative journalists to report and distribute those tough-to-report, cross-border stories that affect us all.

We could not do this time-consuming and costly investigative work if it were not for the continued support of so many impressively determined and supportive foundations, along with thousands of committed individual donors. "Thank you" seems hardly adequate for their vital backing and encouragement. Since its founding 20 years ago, the Center for Public Integrity has won more than 40 major national journalism awards for its groundbreaking work. This year, along with *The New York Times*, the Center for Public Integrity was recognized with the Knight-Batten Award for Innovations in Journalism for our body of work.

When Charles Lewis launched the Center for Public Integrity, he selected its audacious name because of his vision of a vital institution playing a significant role in the life of the republic. "It would be so easy to pretend that there was a clear and uncomplicated trajectory from just being a name and a letterhead," Chuck wrote on the occasion of the Center's 10th anniversary. "We did not create this institution out of thin air, actually, but out of incredibly hard work from incredibly talented people." I salute Chuck's original vision, thank him for his continuing support as a member of our Board of Directors, and underscore that with the hard work of so many, the Center for Public Integrity has indeed become that vital institution and is more needed than ever before. ■

Money & Politics

The Center was founded by Americans concerned about how the symbiotic relationship between money and politics in the United States constructs barriers between the public and its government. Throughout our 20-year history, we have pursued accountability journalism and published hundreds of reports with a singular mission: to make institutional power more transparent and accountable.



Pentagon Travel

Over a 10-year period, defense employees have taken thousands of trips—totaling more than \$26 million—paid for by outside sources, including foreign governments and private companies that conduct business with the Department of Defense. We partnered with Northwestern University's Medill School of Journalism to gather and analyze 22,000 travel disclosure records.

States of Disclosure

In our tenth year of reporting on disclosure requirements in state legislatures, we found 14 states improved their disclosure laws since our last survey in 2006. The two states that made the biggest strides—Louisiana and Mississippi—both used this nationwide ranking as a template for reform.

INNOVATION

From identifying companies and individuals who made the most campaign donations throughout an elected official's political career, in our *Buying of the President* book series, to zeroing in on conflicts of interest in 50 state legislatures, during the past 20 years the Center has pioneered the use of computer-assisted reporting to unearth facts and identify trends in the relationship between money and politics. Among our recent innovations:

- *Pentagon Travel's* searchable online database allows readers to find out more about specific travelers and organizations sponsoring trips.
- The *Transportation Lobby* website features an interactive map tracking exactly who's hired the lobbyists nationwide—ranging from cities and planning agencies to universities and real estate firms.



The Transportation Lobby

Almost 1,800 special interests spent at least \$45 million over the first six months of 2009 to “help” Congress draft a new transportation bill. Our investigation found interest groups employed 2,100 lobbyists and spent an estimated \$45 million to lobby lawmakers on this critical legislation.

Blue Dogs

In a special report and on our *PaperTrail* blog, we tracked the newly influential Blue Dogs, a fiscally conservative Democratic coalition, and their campaign fundraising boom. In the first half of 2009, their political action committee raised over \$1.1 million—more than in all of 2003-2004. Nearly 54 percent of those contributions came from three sectors: health care, energy, and financial services.

IMPACT

In Louisiana, Governor Bobby Jindal and his team relied on the Center's survey of legislative personal financial disclosure laws to develop an ethics reform package, according to his office's press release, “Louisiana Rockets to Number One on Financial Disclosure Ranking.” The state's ranking went from one of the worst, 44th, to first in our 2009 study. The ramped-up disclosure and transparency are having a positive effect on the quality of candidates in the Bayou State.

In 2009 other states also sought to improve their disclosure laws in light of their Center rankings:

- Michigan Attorney General Mike Cox announced this summer a sweeping ethics reform package and cited the Center's “dead-last” ranking.
- In Utah, a citizens' initiative, which cites the state's ranking of 47th worst in the country, has been proposed to require more complete financial disclosure and form an independent ethics commission.
- West Virginia's House Minority Leader Tim Armstead announced plans to initiate changes to the state's ethics law in 2010 and would require the disclosure of spouse information.
- Wisconsin State Rep. Spencer Black has proposed a bill to eliminate the requirement that people identify themselves before they can see a financial disclosure form.

BROKEN GOVERNMENT

Q:

As the Bush administration came to an end, the federal government was not functioning as it should. *Just how bad was this government dysfunction?*



A:

In a comprehensive assessment of systematic failures from 2000 through 2008, the Center documented nearly 130 examples of government breakdown. The failures occurred in areas as diverse as education, energy, the environment, justice and security, the military and veterans' affairs, health care, transportation, financial management, consumer and worker safety, and more—failures which adversely affected ordinary people and made the nation a less open or less secure place to live.

How We Did It

Broken Government's team of reporters, researchers, and editors sifted through hundreds of inspectors general reports, Government Accountability Office assessments, congressional investigations, and news stories to identify a comprehensive list of federal government failures across 15 categories. The team interviewed more than 100 experts, congressional staffers, and leaders of government watchdog organizations, and sent e-mails to more than 4,800 federal government employees to solicit nominations for inclusion in this project. Some 250 failures were nominated for inclusion in the project. Editors selected those that elicited bipartisan criticism, but also had a discernible impact on ordinary Americans.

INNOVATION

Some 102,222 absolute unique visitors came to the *Broken Government* website to read our findings, with many ranking the 10 most egregious failures. This interactive feature helped promote the project to the homepage of popular Digg.com—a social networking tool that allows people to recommend stories or projects they like.

IMPACT

In February 2009, Center Executive Director Bill Buzenberg and researchers briefed staff members of the House Committee on Energy and Commerce and of the Senate Committee on Homeland Security and Government Affairs on our *Broken Government* project findings.

“It took 110 pages for the Center for Public Integrity, a nonpartisan research organization, to compile the Cliffs Notes inventory of the Bush wreckage.”

—Frank Rich, *The New York Times*

One of the Center's first books, *Toxic Deception: How the Chemical Industry Manipulates Science, Bends the Law, and Endangers Your Health*, published in 1996, launched our effort to connect the dots between money, politics, and critical environmental health issues. Twenty years on, we still strive to produce investigative journalism that truly is performed in the public interest.



The Hidden Costs of "Clean Coal"

Longwall mining is a highly productive underground process employed to quickly and cheaply extract coal, but the practice comes with a steep environmental price. This investigation exposed the David-versus-Goliath battles between landowners, "Big Coal," and public officials that have defined southwestern Pennsylvania. It also examined longwall mining's crippling environmental legacy: dried up streams.

"I very much appreciate the fine work you have done... that will finally shed much needed light on the enormous problems caused by longwall mining in our region as well as the plight of those families whose homes and farms and water supplies have been damaged."

—Pennsylvania attorney representing longwall-mining victims

Coal Ash

The dangers of coal ash were largely hidden from public view until December 2008, when a dam holding a billion gallons of the waste collapsed in Eastern Tennessee. This investigation revealed the growing environmental threat from coal ash. Across the country—at ponds, landfills, and pits where coal ash gets dumped—a slow seepage of metals in the ash has poisoned water supplies, damaged ecosystems, and jeopardized citizens' health.

INNOVATION

This project came to life with multimedia features, including a video documenting the environmental and public health impact of the Tennessee coal ash spill site and an interactive U.S. map, searchable by zip code for coal-fired power plants and the quantity of coal ash they produce, as well as the locations of coal ash landfills and disposal ponds.

IMPACT

Local citizens groups, such as the Center for Coalfield Justice, Citizens Coal Council, and Sierra Club Allegheny Group, featured the investigation in newsletters, on websites, and at events, and continue to do so today. The project has since inspired activists to protest industry conferences, to pass anti-longwall-mining township ordinances, and to garner foundation funding for a national summit to organize against longwall mining.

Update: Perils of the New Pesticides

This award-winning investigation of chemicals used in thousands of supposedly "safer" pesticides, called pyrethrins and pyrethroids, continued into 2009. Later reports in the project looked at the widespread unsupervised and unregulated online sale of pesticides and the incidence of pet illnesses and deaths caused by over-the-counter flea and tick medications containing pyrethroids.



On a Saturday night in August, Mike Worcester of La Vernia, Texas, applied Bio Spot to the neck and back of his mini dachshund Ellie. By Sunday morning, tiny bumps

appeared where the product had been applied; by Monday, the sores were spreading down Ellie's spine and oozing pus. At the pet hospital, Ellie was referred to as a burn victim, "because it's a chemical burn," said Worcester's wife, Michele. Mike Worcester took three days off from work to care for Ellie, who, in addition to the burns, stopped eating and drinking. "We didn't even pay attention to that at first because we were so focused on the injury," Michele said. After several trips back to the vet to have her dead skin removed and her wounds cleaned, Ellie is recovering, but "she has a permanent scar running down her entire body," Michele said. Central Life Sciences, the parent company of Farnam, which distributes Bio Spot, declined to comment on Ellie's case since it is still being investigated by the company, but according to Mark Newberg, director of corporate affairs for Central Life Sciences, "There are unpredictable instances where dogs or cats may exhibit sensitivity to the product."

INNOVATION

When we started the project in January 2008, the Pesticide Incident Data system that underpins our research was called one of the "Ten Most Wanted Government Documents" by the Center for Democracy and Technology. Through dogged use of the Freedom of Information Act, we were able to pry open this database for public viewing.

IMPACT

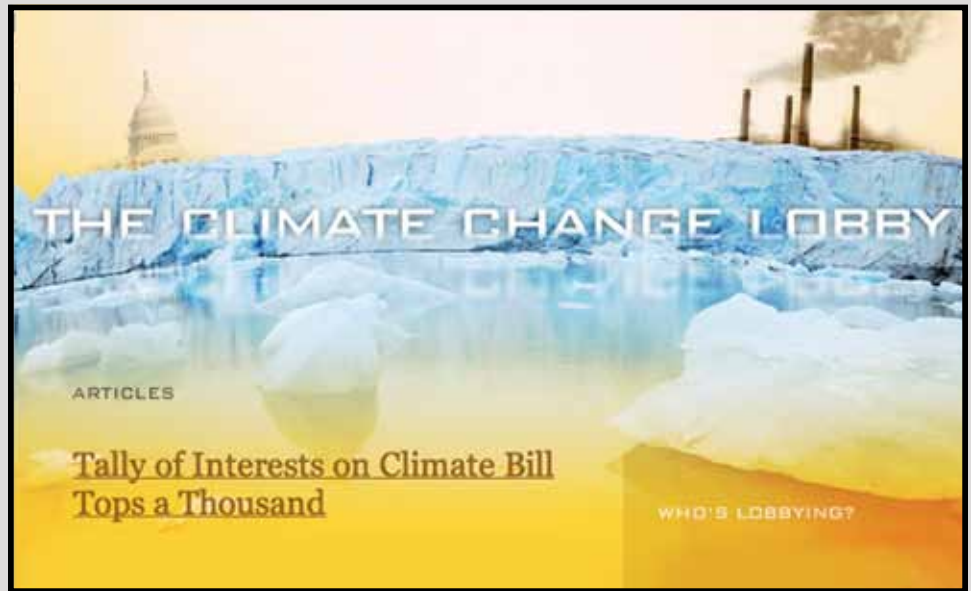
In April 2009, the Environmental Protection Agency announced that it would intensify an investigation of spot on flea and tick treatments for cats and dogs.

Update: Land Use Accountability Project

Our on-going investigation of sprawl continued to examine local experiences in Maryland, Pennsylvania, and Virginia to illustrate today's national land use story. These reports also revealed how heavily financed interests often prevail by overwhelming, and sometimes corrupting, local public policy.

CLIMATE CHANGE LOBBY

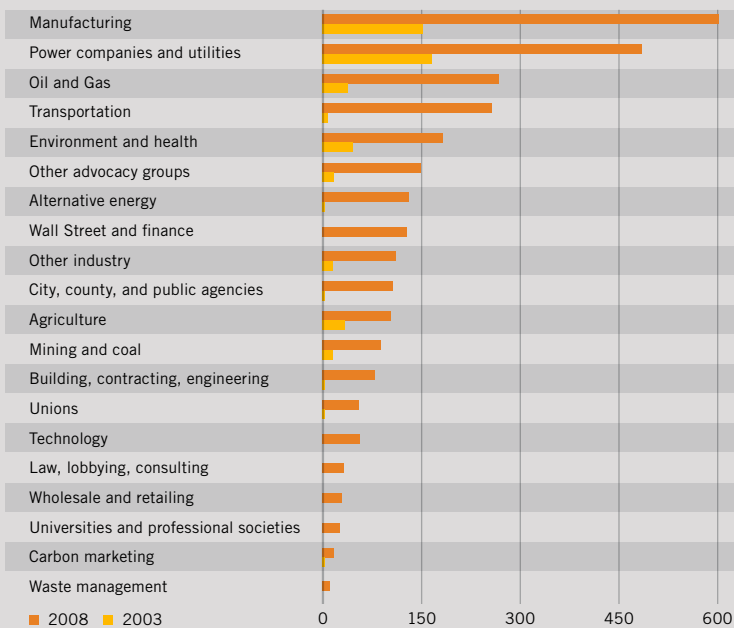
Q: Who is shaping the climate change debate in the United States and how has the debate changed since Congress last voted on climate change in 2003?



A: The number of lobbyists seeking to influence federal policy on climate change has jumped more than 300 percent in five years, with a host of new interests from Main Street to Wall Street adding to the challenge of addressing global warming.

How We Did It
In this first-of-its-kind look at the universe of private interests influencing debate on climate change legislation, we identified more than 880 companies and organizations that hired some 2,340 lobbyists to work on the issue and spent at least \$90 million lobbying in 2008.

NUMBER OF LOBBYISTS ON CLIMATE CHANGE BY SECTOR, 2003 AND 2008



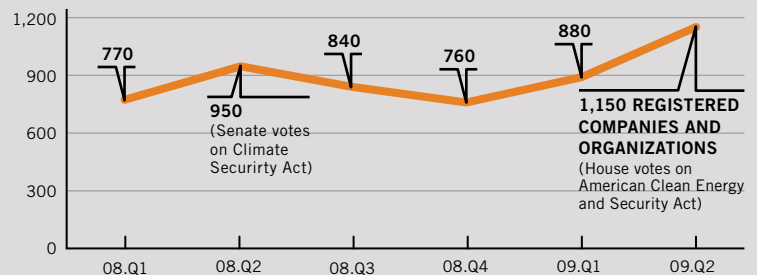
INNOVATION

The *Climate Change Lobby* report reveals unprecedented analysis of lobbying in this field and its website features a fully searchable database of climate lobbyists, using disclosure reports filed with the U.S. Senate's Office of Public Records. Detailed analysis included deciphering which government agencies and lobbyists work specifically on climate change and determining what industries their clients hail from, not to mention whittling down unwieldy government documents to develop an accurate snapshot.

IMPACT

To broaden the audience and impact of our findings, we partnered with *Politico*, the multimedia political journalism publisher, to co-publish the report on their website and the front page of their newspaper. In addition to sustained attention from mainstream and environmentally focused media, the project was linked to and featured by public interest organizations and think tanks, such as Sunlight Foundation, Campaign for America's Future, Center for Progressive Reform, Center for Media and Democracy, CATO Institute, Heritage Foundation, San Francisco Bay Area Independent Media Center, and Think Progress.

CLIMATE LOBBY HEATS UP



The 1,150 registered companies and organizations lobbying on climate change by June 2009 represents a 30 percent spike in the total number of interests seeking to influence this issue.

Who's Behind the Financial Meltdown?

THE TOP 25 SUBPRIME LENDERS AND THEIR WALL STREET BACKERS



Q:
Who were the players in events that led to the global financial crisis?

A:
The top subprime lenders whose loans are largely blamed for triggering the global economic meltdown were owned or backed by giant banks now collected billions of dollars in bailout money—including several that have paid huge fines to settle predatory lending charges. The banks that funded the subprime industry were not victims of an unforeseen financial collapse, as they have sometimes portrayed themselves, but enablers that bankrolled the type of lending threatening the financial system.

How We Did It
The findings emerged from our computer analysis of government data on nearly 7.2 million “high-interest” or subprime loans made from 2005 through 2007, a period that marks the peak and collapse of the subprime boom. The analysis also revealed “The Subprime 25”—the top 25 originators of the high-interest loans, accounting for nearly \$1 trillion and about 72 percent of the industry—who reported subprime loans during that period.

FACTS:

At least 21 of the top 25 subprime lenders were financed by banks that received bailout money—through direct ownership, credit agreements, or huge purchases of loans for securitization.

Twenty of the top 25 subprime lenders have closed, stopped lending, or been sold to avoid bankruptcy. Most were non-bank lenders.

Eleven of the lenders on the list, including four recipients of bank bailout funds, have made payments to settle claims of widespread lending abuses.

INNOVATION

Interactive flash cards—resembling baseball cards—compellingly offer a host of information about “The Subprime 25” lenders who made the most subprime loans.

In partnership with Palantir Technologies, a Silicon Valley firm that develops specialized software to conduct sophisticated network analyses, we created more than 100 interactive “heat maps” showing the geographic concentration of loans at specific interest rates.



IMPACT

Financial Meltdown provided substantive analysis to public officials and the press, as well as answers to an angry public who longed for meaningful coverage:

In May 2009, Rep. Marcy Kaptur read the “Subprime 25” list of the most aggressive subprime lenders into the *Congressional Record*. The project was also referenced in a meeting of the Senate Committee on Commerce, Science and Transportation. “It’s a great piece of journalism and will contribute to public/decision maker understanding of the events leading up to the subprime crisis,” said the Public Affairs Director of the Office of the Comptroller of the Currency.

Newspapers from *The Washington Post* to the *Los Angeles Times* to *USA Today* and from cities north, south, and in between, including the *Chicago Tribune*, *Charleston Daily Mail*, *San Diego Union-Tribune*, and the *San Francisco Chronicle*, published our findings and highlighted our interactive maps to show how the mortgage crisis and financial meltdown have had such devastating results in their own communities.

The international media, including the *Financial Times*, *Le Soir*, *Express*, *Agence France-Presse*, *Macleans*, and the Press Trust of India used the report to look at the banks headquartered in their countries and the crisis’ impact and implications in communities around the world.

The report was also carried in magazines and on the wires, such as *Business Week*, *Columbia Journalism Review*, The Associated Press, Reuters, Bloomberg, and Yahoo! News. Radio and television programs, including Bill Moyers Journal, C-SPAN, CNBC, Democracy Now!, Marketplace Money, MSN Money and CNN also cited our findings and interviewed Center staff.

The project sparked lively debate in the blogosphere, from TPM Muckraker to Forbes.com, and was the subject of posts from sources as diverse as the Heritage Foundation’s The Foundry to the Campaign for America’s Future.

Citizen groups, academics, policy researchers, and the philanthropic community seized on the report to help explain the economic crisis, including AARP’s *Bulletin Today*, U.S. PIRG, American University’s School of Communication, Center for American Progress, and The Ford Foundation.



The International Consortium of Investigative Journalists (ICIJ) was launched in 1997 to extend globally the Center's no-stone-unturned investigative style of journalism in the public interest. ICIJ's unique network includes 100 leading investigative reporters in 50 countries who produce collaborative, cross-border watchdog reports on major issues. With its core staff based in Washington, D.C., ICIJ has released a series of groundbreaking reports with global impact, including stories on tobacco industry collusion with organized crime, the war profiteering of Halliburton and other contractors in Iraq and Afghanistan, the privatization of scarce water resources, and the political lobbying payments by unsavory governments.

ICIJ's strength also stems from its integral place at the heart of an even larger network of groups dedicated to spreading investigative journalism around the world: nonprofit reporting centers, major news organizations, training institutes and schools, and professional associations. ICIJ is a leader in this global movement. Our members serve as trainers and mentors to our colleagues around the world, helping set high standards and promoting the kind of in-depth reporting needed for transparency and reform.

ICIJ 2.0

ICIJ has received a major three-year grant to build up the network's core capacity and expand its membership. Combined with other support, this has allowed the Center's international wing to launch new investigations, translate stories into multiple languages, establish a rapidly growing Facebook community, and produce "*Investigations from Around the World, a new weekly web feature*" that highlights the best investigative reporting worldwide. In our search for the next generation of investigative reporters, ICIJ staffers have recruited at international conferences in Peru, South Africa, and the United States.

The Global Climate Lobby

The International Climate Lobby project examines efforts by business and industry to weaken the Copenhagen talks on a global treaty to reduce greenhouse gases. ICIJ conducted investigations in eight countries key to the negotiations: China, Australia, India, Japan, Germany, Brazil, Canada, and the United States. The network also collected data on lobbyists in the U.S., Canada, the E.U., and Australia, and worked with the Center's computer-assisted reporting experts to analyze it.

The Ujima Project

ICIJ is playing a lead role in globalizing and taking to scale the Ujima Project. The Ujima Project is a groundbreaking series of portals and databases that provides worldwide unprecedented access to public records on foreign lobbyists, arms sales, trade data, international aid contracts, and more. A pilot project has already been launched for Africa at <http://ujima-project.org>.

The Pearl Project

ICIJ is sponsoring the innovative Pearl Project, in which a team of Georgetown University students and faculty are investigating the full story behind the murder of *Wall Street Journal* reporter Daniel Pearl. Slain in Pakistan by militants tied to al Qaeda, Pearl has become a symbol of attacks against journalists and the ruthless nature of terrorism in the 9/11 era.

Daniel Pearl Award for Outstanding International Investigative Reporting

ICIJ's biennial award for cross-border investigative journalism continues to attract impressive nominations from around the world. The last Pearl awards drew 86 entries from 24 countries. Winners of the 2010 award will be announced at the Sixth Global Investigative Journalism Conference in Geneva, Switzerland.

ICIJ in the News

ICIJ's unique cross-border work has attracted increasing attention, with profiles of the group in the Huffington Post, IJNet, *The IRE Journal*, and *Reuters*. ICIJ's older investigations also continue to spark press coverage, including its 2002 *Making a Killing: The Business of War* investigation into arms dealer Jacques Monsieur. After Monsieur's arrest in September 2009, ICIJ's work was cited by CNN, the *Los Angeles Times*, *The Washington Post*, and *Wired* magazine, among others.

TOBACCO UNDERGROUND: THE BOOMING GLOBAL TRADE IN SMUGGLED CIGARETTES

Q: How has global tobacco smuggling changed since the International Consortium of Investigative Journalists' original investigation in 2000-2001?



A: ICIJ's first series, in 2000-2001, exposed the complicity of big tobacco companies with organized crime in smuggling cigarettes. The new investigation found that while companies are less active, the involvement of criminal gangs has exploded, and terrorist groups are increasingly involved. Counterfeit tobacco is rampant, and the illegal trade has grown dramatically. In Canada alone, contraband tobacco seizures leapt sixteen-fold from 2001 to 2006. Today, tobacco is the world's most widely smuggled legal substance.

How We Did It

Tobacco Underground is a cutting-edge series on the global trade in smuggled cigarettes, produced by a team of 22 journalists working in 14 countries. The lead story exposed a \$1 billion network of renegade factories across Eastern Europe whose contraband Jin Ling cigarettes are flooding the European Union. Relying on corporate records, customs data, and undercover reporting—including exclusive undercover video of contraband cigarette factories—the ICIJ team pieced together the story of the world's first-ever cigarette brand designed and manufactured only for smuggling.

INNOVATION

Internally, we created a multinational, online work environment—a “virtual newsroom”—with journalists in a dozen countries sharing drafts, notes, reports, and multimedia in a collaborative workspace, which made the editorial process open and transparent for a team of reporters and editors spread around the world.



The Secret Factory: Take an Undercover Tour of Baltic Tobacco

ICIJ reporters, carrying concealed video gear, posed as smugglers and set out to follow the Jin Ling trail.

IMPACT

The multimedia series was released at press conferences at the United Nations headquarters in Geneva, Switzerland, during treaty negotiations on tobacco smuggling.

Tobacco Underground was published in English, Spanish, and Chinese, and received extraordinary coverage worldwide, with stories in more than 80 media outlets, including *Novaya Gazeta* (Moscow), *Le Soir* (Brussels), *The Guardian* (London) and blogs in 10 languages. The series was also widely distributed through numerous government associations, civic organizations, and health groups, including the National Association of Attorneys General, WHO's Intergovernmental Negotiating Body, Campaign for Tobacco Free Kids, and Corporate Accountability International.

Internationally, tobacco control activists credit the series with building the case for tougher controls on cigarette smuggling during negotiations of the World Health Organization-sponsored Framework Convention on Tobacco Control, the world's first global public health treaty. The treaty is signed by 168 countries, including the United States.

Our findings prompted the European Union's Anti-Fraud Office to dramatically heighten its estimate of the illicit trade, while in the United Kingdom, the series sparked a parliamentary hearing and a major investigation.

“In a few months, you all have done what others have not done in 10 years. You demonstrated the continued links of the major tobacco companies to the illicit trade... and that the collection of the data and describing it in a coherent fashion is possible.”
—John Colledge, former chief of the U.S. Customs anti-tobacco smuggling program

Selected Center Highlights Since 1990

▶ 1992

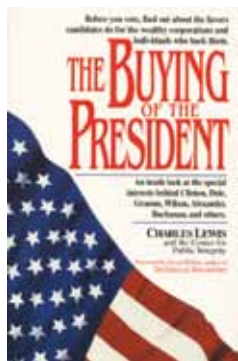
SEPT 1992 The first citation of the Center in the *Congressional Record* appears with a quote in the *National Journal* from Charles Lewis about the revolving door between the U.S. government and Mexico's consulting and lobbying team in the capital.

▶ 1994



JUL 1994 The prototypical Center study makes its debut. *Well-Healed: Inside Lobbying for Health Care Reform* is researched and written by 17 people who examined the Washington lobbying activities of 660 interest groups for more than a year. It is regarded as the only authoritative guide to the lobbying around the 1993-94 Clinton health care reform legislation. The report is heavily covered by the national news media, including *The New York Times*, NBC's *The Today Show*, and the ABC News program *Nightline*.

▶ 1996



JAN 1996 *The Buying of the President* by Charles Lewis and the Center for Public Integrity, published by Avon, a division of HarperCollins, is the first investigative book ever written tracking the relationships between the major presidential candidates and their "career patrons." Released weeks before the Iowa caucuses, the book is cited in hundreds of broadcast and print news stories, parts of it are syndicated by *The New York Times*, and it is the basis of a PBS Frontline documentary, "So You Want to Buy a President?"

APR 1996 The Center develops one of the first databases of state legislative campaign contributions and releases *Power and Money in Indiana* with a consortium of news organizations and political science professors. The result is massive investigative news coverage throughout the state. Some 2,500 angry citizens contact the *Indianapolis Star-News*, the state's largest newspaper, and within weeks, reform legislation becomes law mandating that all contribution records be made available to citizens online.

AUG 1996 *Fat Cat Hotel: How Democratic High-Rollers Are Rewarded with Overnight Stays at the White House* is a *Public i* report that breaks the "Lincoln Bedroom" story by profiling 75 fund-raisers/donors who had stayed overnight in the Clinton White House. Half a year later, the White House finally honors the Center's request for the names of all overnight guests—the first time a sitting President has ever released such information. This newsletter report wins the Society of Professional Journalists Public Service in Newsletter Journalism Award.

▶ 1997



SEP 1997 The Center launches the International Consortium of Investigative Journalists (ICIJ), an attempt to enlist the world's most respected reporters to do systematic investigative journalism across borders. Soon after, the ICIJ website goes live, featuring password-only access for members and encryption technology.

OCT 1997 Political reform legislation passes and is signed into law in the months following the saturation news coverage of the Center's second foray into state money-in-politics investigations, *Power and Money in Illinois*.

▶ 1998

JUN 1998 Center Founder and Executive Director Charles Lewis is awarded a MacArthur Fellowship by the John D. and Catherine T. MacArthur Foundation. The highly publicized announcement cites the Center for producing "high quality, high impact, public service journalism."

NOV 1998 ICIJ holds its first annual conference at Harvard University, co-hosted

there by the Nieman Foundation for Journalism. Forty-seven of the premier investigative reporters in the world attend this first-ever, three-day meeting. The first \$20,000 ICIJ Award for Outstanding Investigative Reporting, made possible by a grant from The John and Florence Newman Foundation, is given to ICIJ member Nate Thayer of the *Far Eastern Economic Review*.

▶ 1999



FEB 1999 The first-ever electronic, web-based release of a Center report, *Hidden Agendas: An Analysis of Conflicts of Interest in State Legislatures*, methodically evaluates financial-disclosure components and access to public records and finds that nearly half of the states' disclosure systems fail to provide the public with basic information on state lawmakers' private interests. The 50-state study receives intense media coverage nationwide and establishes a benchmark for measuring the strength of legislative personal financial disclosure laws.

▶ 2000

JAN 2000 For the first major project of the ICIJ, *Major Tobacco Multinational Implicated in Cigarette Smuggling, Tax Evasion, Documents Show*, reporters in four countries on four continents (Colombia, England, Australia, United States) worked together for half a year, obtaining and analyzing 11,000 pages of internal documents from British American Tobacco, the world's second largest tobacco company. The documents confirm what tobacco companies have been denying publicly for years: direct involvement by corporate executives in smuggling billions of cigarettes into countries around the world to avoid paying customs duties. The report prompts 40 media stories in 10 countries, including the *Los Angeles Times* (Page 1), *The Washington Post*, and *USA Today* in the U.S.; and in the U.K., *The Guardian* (Page 1) and Channel Four Television. Three government investigations are launched on two continents.

JAN 2000 The Center releases *The Buying of the President 2000*. Published by Avon, it is the definitive and only investigative book about

the 2000 presidential candidates. The book is covered by C-SPAN, CNN *Inside Politics*, National Public Radio, the CBS *Evening News*, The Associated Press, and many others. Charles Lewis goes on 12-city book tour. Among others, it is favorably reviewed by *The Washington Post*, Salon.com, and *The Economist*, which calls the book “a gloriously detailed account of the candidates’ finances and friendships.”

JUL 2001 The ICIJ holds its member meeting in Washington, D.C. Bob Woodward addresses the conference and says he is “humbled” by his audience, many of whom have risked jail terms and death threats in their own countries to ply their craft.

DEC 2001 A *Washington Post* op-ed based on a www.public-integrity.org story, “Racicot Will Continue Lobbying While Serving as RNC Chair,” forces Republican National Committee Chair Marc Racicot to abandon his audacious plan to continue lobbying for energy, transportation, and entertainment interests as RNC chair.

► 2002

JAN 2002 As the Enron debacle unfolds, four reports and a commentary on the Center’s website illuminate links between Enron and the Bush administration. During the height of the scandal, the website receives 50,000 hits a day and 1.1 million unique visits overall.

APR 2002 The ICIJ publishes “Kuchma Approved Sale of Weapons System to Iraq,” describing how Ukrainian President Leonid Kuchma personally authorized the sale of \$100 million worth of high-technology anti-aircraft radar systems to Iraq in violation of U.N. sanctions. The web report was accompanied by audio of Kuchma making the deals. Within weeks of its release, U.S. aid to the Ukraine was suspended, and Kuchma was under criminal investigation in Kiev.

► 2003

JAN 2003 A multi-faceted online investigation, *Well-Connected: Tracking the Players in Media, Technology and Telecommunications*, reveals the influence of the industry over officials at the

Federal Communications Commission (FCC). The project includes an exhaustive database of who owns television and radio stations and cable-TV and telephone companies in every U.S. zip code. It uncovers that FCC officials had been taken on 2,500 all-expense-paid trips over an eight-year period by the companies they were entrusted to regulate. Days after release, Senator John McCain, chairman of the Senate Commerce Committee, introduces legislation addressing the Center’s findings. Also, Representative Frank Wolf, Republican of Virginia, urges FCC Chairman Michael Powell to request additional funds so FCC officials would no longer have to rely on industry sources to pay for travel—a request with which Powell complied.



OCT 2003 The Center publishes *Windfalls of War: U.S. Contractors in Iraq and Afghanistan*, which provides the most comprehensive list of U.S. government contracts in those two countries. It definitively reveals Halliburton to be, by far, the largest beneficiary. For six months, 20 researchers, writers and editors worked on the project, filing 73 FOIA requests and even suing the Army and the State Department for documents, ultimately winning the release of key, no-bid contract documents. The report wins the first-ever George Polk Award for Internet Reporting.

► 2004

JAN 2004 The third book in the Center’s franchise series, *The Buying of the President 2004*, uncovers a number of instances when fund-raising efforts of presidential candidates fail to meet the spirit of the law and becomes the Center’s first *New York Times* non-fiction best seller.

Apr 2004 *Global Integrity*, a 750,000-word report on government corruption in 25 countries from seven regions, launches after a massive effort by Center staff and 200 paid social scientists, journalists and peer review editors around the world. It includes the groundbreaking “Public Integrity Index,” which assesses by country the

existence, effectiveness and accessibility to citizens of anti-corruption mechanisms—both laws and institutions.

► 2005



FEB 2005 In response to the *Well Connected* report, “Two-hundred Channels and Nothing on—Literally: Low-power TV mogul hopes for big payoff,” the Federal Communications Commission starts its own ongoing inquiry. The same month, the White House announces it will pull the plug on the Telecommunications Development Fund, exposed in a 2003 *Well Connected* report for its high salaries and lack of investment activity. The next month, the FCC announces the extension of key federal “truth in billing” rules to the cell phone industry, so as to combat billing practices outlined in a 2004 *Well Connected* report.

APR 2005 *LobbyWatch: How private interests influence public policy* releases its first reports, together with a powerful interactive database of more than 2.2 million records, including every federal lobbying disclosure form filed since 1998. Roughly two-thirds of the Center’s web traffic in 2005 is from pages linked to the project. The impact is far-ranging, from editorials in *The New York Times* and *Christian Science Monitor*, to stories and interviews aired on radio and television, to members of Congress citing the report in introducing legislation that would change lobbying disclosure laws at the federal level.

► 2006

MAR 2006 Global Integrity, www.globalintegrity.org, spins off of the Center project and opens its office in downtown Washington, D.C., to provide independent information on governance and corruption around the world.

JUN 2006 The release of *Power Trips: How private travel sponsors gain special access to Congress*—which deconstructs the \$50 million spent on privately funded congressional travel over 5 years and drills down to who actually paid the bills—prompts 400 print stories, 100 broadcast highlights and 190 blog entries. Public interest advocacy

Highlights...continued

groups use the reports in reform recommendations to the House ethics committee. The Senate ethics committee takes the unusual step of saying no more, and limits outside payment for trips.

NOV 2006 With *Divine Intervention: U.S. AIDS Policy Abroad*, the Center investigates the influences and effectiveness of the President's Emergency Plan for AIDS Relief (PEPFAR), whose goal is to treat those overseas suffering from HIV/AIDS. In addition to extensive data and analysis, the ICIJ deploys in-country journalists to look into how PEPFAR funds have been spent in Ethiopia, Kenya, Nigeria, Uganda, South Africa, Haiti, India, and Thailand. The report ignites strong interest among members of the House Committee on Foreign Affairs, public health experts, and advocates for global health organizations on the results of the investigation. The only comprehensive media investigation of PEPFAR, the Center's work is cited repeatedly by those who successfully sought key changes in the program.

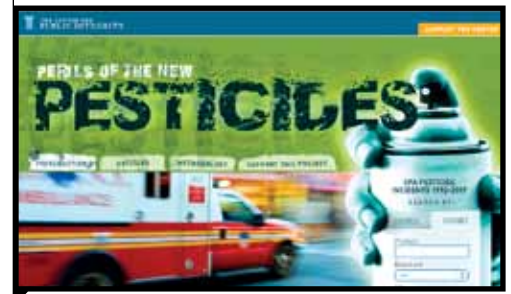
► 2007

FEB 2007 Judges for the prestigious annual Goldsmith Prize for Investigative Reporting at the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard University's John F. Kennedy School of Government honor the Center with a Special Citation for "superb investigative work in the public interest."

MAR 2007 *Shadow Government* brings to light a vast, but largely unnoticed, network of at least 900 federal advisory committees. Focused on flaws in the Federal Advisory Committee Act, the report draws attention of members of Congress and legislation to close these loopholes—among them the secrecy and industry influence on certain panels—is introduced a year later.

► 2008

JAN 2008 *Iraq: The War Card – Orchestrated Deception on the Path to War* painstakingly identifies 935 false statements—on at least 532 separate occasions—made by eight top administration officials, including President George W. Bush, which mentioned Iraq's possession of weapons of mass destruction or links to Al Qaeda. It earns the most one-day web hits of any project in the Center's history. It draws the attention of public officials, who use it to publicly question Secretary of State Condoleezza Rice.



JUL 2008 Using the Freedom of Information Act, the Center obtains the Environmental Protection Agency internal pesticide incident-reporting database. The *Perils of the New Pesticides* groundbreaking review of 10 years' worth of adverse-reaction reports filed by pesticide manufacturers found that pyrethrins and pyrethroids, used in thousands of supposedly "safer" pesticides, accounted for more than 26 percent of all fatal, "major" and "moderate" human incidents in the U.S. in 2007—a 300 percent increase in the last decade. Even before publication, the report prompts the EPA's director of pesticide programs to conduct a broad study and consider placing new restrictions on the use of certain pesticides. It also pushes the agency to review its pesticide monitoring system in 2008 and modernize collection of data in 2009.

Q&A with Founder Charles Lewis



Charles Lewis, a national investigative journalist for nearly 30 years, is a bestselling author who has founded or co-founded four nonprofit enterprises in Washington, D.C.,

including the Center for Public Integrity in 1989. He is now a distinguished journalist in residence and the founding executive editor of the new Investigative Reporting Workshop at the American University School of Communication.

Q: What is the value of the Center to democracy after 20 years?

A: The Center for Public Integrity is the eyes and ears of the American people, watching the powers that be. Can there be any more noble or important role for any national institution in our society today? And by spearheading the creation of the new Investigative News Network of national and international nonprofit investigative reporting organizations, and through its leadership in starting the first working group of 100 premier investigative reporters in 50 countries on six continents, the International Consortium of Investigative Journalists, the Center has become a major beacon of light and hope for the troubled profession and business of journalism itself, the world over.

Q: What is the most significant impact the Center has made in its history?

A: The *Windfalls of War: U.S. Contractors in Iraq and Afghanistan* project in 2003 was the first time in U.S. history that a news organization had ever published actual war contracts and an overview analysis detailing who got what during wartime. This was big news around the world, and it combined astonishing thoroughness and tenacity with timeliness during a poignant, very public moment. To me, while the Center has had many, many "significant impact"

moments these past two decades, this project represents, for me, the Center's most important public service to the American people and the world thus far. (For more on this project see page 13, OCT 2003.)

Q: What is the most significant innovation the Center has pioneered?

A: The past two decades, the Center for Public Integrity has been systematically investigating the origins and abuses of power in relation to the public policy decision-making processes in the United States and around the world. Its best work has always represented what was promised at the onset—a new, hybrid way of combining political science with journalism, more interesting and accessible than political science, more substantive and specific (naming names, for example) than almost any other journalism.

The Center's best projects represent an unusually ambitious, macro, not micro, approach to investigating and writing stories about the uses and abuses of power. Journalistically, they involve group collaboration, sometimes across state or national borders. Technologically, they are pioneering by publishing investigative news stories globally—among the first in the world to make accessible to readers online searchable databases or previously secret documents.

Award Listings

Awards

SOCIETY OF PROFESSIONAL JOURNALISTS

- 2008 Winner: Public Service in Online Journalism—Independent, *Perils of the New Pesticides***
2007 Winner: Non-Deadline Reporting Online—Independent, *Wasting Away*
Winner: Investigative Reporting Online—Independent, *Collateral Damage**
Winner: Public Service in Online Journalism—Independent, *States of Disclosure*
2006 Winner: Non-Deadline Reporting Online—Independent, *Divine Intervention**
2005 Winner: Public Service in Online Journalism—Independent, *Well Connected in the States*
2004 Winner: Investigative Reporting Online—Independent, *The Politics of Oil*
Winner: Public Service in Online Journalism—Independent, *Personal Politics*
2003 Winner: Public Service in Online Journalism—Independent, *Silent Partners*
2002 Winner: Investigative Reporting Online—Independent, *Making a Killing**
Winner: Public Service in Online Journalism—Independent, *State Secrets*
2001 Winner: Public Service in Online Journalism—Independent, *Watchdogs on Short Leashes*
1996 Winner: Public Service in Newsletter Journalism, *Fat Cat Hotel*

INVESTIGATIVE REPORTERS AND EDITORS

- 2008 Winner: Local-Circulation Weeklies, *Over the Limit***
Finalist: Online, *Perils of the New Pesticides*
2007 Winner: Online, *Collateral Damage**
2006 Finalist: Online, *Power Trips*
2004 Winner: Online, *Outsourcing the Pentagon*
Finalist: Online, *The Politics of Oil*
2003 Winner: Online, *The Water Barons**
Finalist: Online, *Well Connected*
2002 Finalist: Online, *Enron's Big Political Donors*
2001 Finalist: Online, *Tobacco Companies Linked to Criminal Organizations in Lucrative Cigarette Smuggling**
2000 Winner: Online, *Our Private Legislatures*
Finalist: Online, *Money, Influence and Integrity in the 2000 Election Year*
Finalist: Books, *The Buying of the President 2000*
1999 Winner: Books, *Animal Underworld*
Finalist: Online, *U.S. Support for Tobacco Overseas**
1998 Finalist: Books, *The Buying of the Congress*
1997 Finalist: Books, *Toxic Deception*
1996 Finalist: Books, *The Buying of the President*

ONLINE NEWS ASSOCIATION

- 2009 Finalist: General Excellence—Micro Site**
Finalist: Investigative Journalism—Small Site, *Tobacco Underground*
2007 Finalist: General Excellence—Small Site
Finalist: Investigative Journalism—Small Site, *Collateral Damage**
2006 Winner: General Excellence—Small Site
Finalist: Investigative Journalism—Small Site, *Power Trips*
2005 Finalist: General Excellence—Small Site
Finalist: Enterprise Journalism—Small Site, *Outsourcing the Pentagon*
2004 Winner: Enterprise Journalism—Small Site, *Silent Partners*
Finalist: General Excellence—Small Sites
2003 Winner: Enterprise Journalism—Independent, *Well Connected*
Finalist: General Excellence—Independent Small Sites
Finalist: Enterprise Reporting—Independent, *Making a Killing**
Finalist: Enterprise Reporting—Independent, *The Water Barons**

CAPITOLBEAT: ASSOCIATION OF CAPITOL REPORTERS AND EDITORS

- 2008 Second Place: In-Depth Reporting Online, *States of Disclosure*
2007 First Place: In-Depth Reporting Online, *Statehouse Revolvers*
2006 First Place: In-Depth Reporting Online, *Pushing Prescriptions in the States and Well Connected in the States*
2005 First Place: In-Depth Reporting Online, *Personal Politics*
2004 First Place: In-Depth Reporting Online, *Silent Partners*
2003 First Place: In-Depth Reporting Online, *State Secrets*

RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

- 2007 Winner: Edward R. Murrow Award for Website—Non-Broadcast-Affiliated, Small Market
2005 Winner: Edward R. Murrow Award for Website—Non-Broadcast-Affiliated, Small Market

Health & Environment Awards

SOCIETY OF ENVIRONMENTAL JOURNALISTS

- 2009 First Place: Outstanding Online Reporting, *The Hidden Costs of Clean Coal***
Second Place: Outstanding Online Reporting, *Perils of the New Pesticides*
2008 First Place: Outstanding Online Reporting, *Wasting Away*
2007 First Place: Outstanding Online Reporting Category, *Takings Initiatives Accountability Project*
2005 First Place: Outstanding Online Reporting, *The Politics of Oil*

ASSOCIATION OF HEALTH CARE JOURNALISTS

- 2008 First Place: Online, *Perils of the New Pesticides***
2007 First Place: Trade/Online Journals/Newsletters Category, *Wasting Away*
2006 First Place: Trade/Online Journals/Newsletters Category, First Place, *Divine Intervention**

Special Honors

KNIGHT-BATTEN AWARDS FOR INNOVATIONS IN JOURNALISM

- 2009 Winner: Special Distinction Award for Nonprofit Journalism, *Broken Government, Tobacco Underground*, Who's Behind the Financial Meltdown?***

OVERSEAS PRESS CLUB OF AMERICA

- 2008 Winner: Online Journalism Award for Best Web Coverage of International Affairs, *Tobacco Underground****

INVESTIGATIVE REPORTERS AND EDITORS

- 2008 Winner: Tom Renner Award, IRE Medal for Outstanding Crime Reporting, *Tobacco Underground****

THE JOAN SHORENSTEIN CENTER ON THE PRESS, POLITICS AND PUBLIC POLICY

- 2007 Special Citation for the Body of Investigative Work and Contribution to Public Service

NATIONAL PRESS FOUNDATION

- 2007 Winner: Excellence in Online Journalism

PEN USA

- 2004 First Amendment Award, Charles Lewis

LONG ISLAND UNIVERSITY

- 2003 First-ever George Polk Award for Internet Reporting, *Windfalls of War**

*International Consortium of Investigative Journalists Project

Bold indicates recent awards

By the Numbers 2009

As of October 15, 2009

10	major investigative projects
209	posts to <i>PaperTrail</i> blog
2	e-books published
3	publicly accessible, comprehensive and searchable databases posted online
31	interactive graphics, podcasts and video clips posted online
315	Facebook status updates
832	Twitter tweets
3	references in the <i>Congressional Record</i>
2,275	citations in print and electronic media
3,110	links to www.publicintegrity.org
7	national journalism awards
1,600	individuals (approximate) contributing to the Center
40	foundations supporting the Center
3	paid fellows
4	paid interns
32	full-time employees
3	part-time employees
Since 1990	
70+	major, multi-report investigative projects, some ongoing
50+	<i>Public i</i> newsletters
16	printed books
54	references in the <i>Congressional Record</i>
14,955	citations in print and electronic media
500+	Center alumni

Continuing Innovation & Impact: A Look Ahead

The Center's groundbreaking investigations fill a vital role, particularly significant in an era when newsrooms are rapidly shrinking and closing down their state capital and foreign bureaus, as well as investigative units. At a time when citizens worldwide are concerned with the transparency and accountability of their governments, their corporations, and their leaders, the work of the Center is essential to preserving and promoting healthy democracy and informed debate.

As we look ahead to our next 20 years, the Center will continue to impact our global society and innovate on coverage of the wide range of subjects to help explain and resolve our modern dilemmas.

We have already begun to harness the energy released by the ceaseless shifting of the media and communications landscape.

The Future is Now

Twenty years ago, only our imaginations allowed us to believe that the Center's hard-hitting reports could have a place of their own on The Associated Press and be distributed to news editors across the U.S. In 2009, the AP announced a pilot project to do just that. Stories are being carried via the AP's web-based delivery system, AP Exchange, and are available free to the newspapers and contributing organizations. The project also includes the Center for Investigative Reporting, the Investigative Reporting Workshop, and ProPublica.

We probably could not have imagined another innovation that will allow us to impact not just society at large, but the survival of journalism—the Fourth Estate, which keeps our government in check—in particular. Though only 20 years old, the Center is an elder in the nonprofit investigative reporting lineage. In 2009, we helped bring together almost two dozen nonprofit news organizations nationwide in announcing plans to create the new Investigative News Network for watchdog journalism.



Nonprofit news organizations gather at Pocantico

The agreement is the result of a three-day meeting at the Pocantico Conference Center in Tarrytown, NY, sponsored by the Center for Public Integrity and the Center for Investigative Reporting. A joint statement issued by the groups in attendance—the Pocantico Declaration—lays the groundwork for an unprecedented collaborative network of newly established and veteran nonprofit investigative journalism organizations.

The mission of this new Investigative News Network, according to the declaration, is to facilitate the work and public reach of its member organizations, to foster high-quality, original investigative journalism, and to hold government and corporate power accountable at the local, national and international levels.

The Tradition Lives On

Now, as then, we seek to provide the public with previously unreported or underreported factual information that serves the democratic process. We strive to shape the debate on public policy matters with significant and credible reports. We demonstrate the need for accountability by showcasing examples of the policy changes and political shifts that occur when the public is in possession of clear, irrefutable facts.

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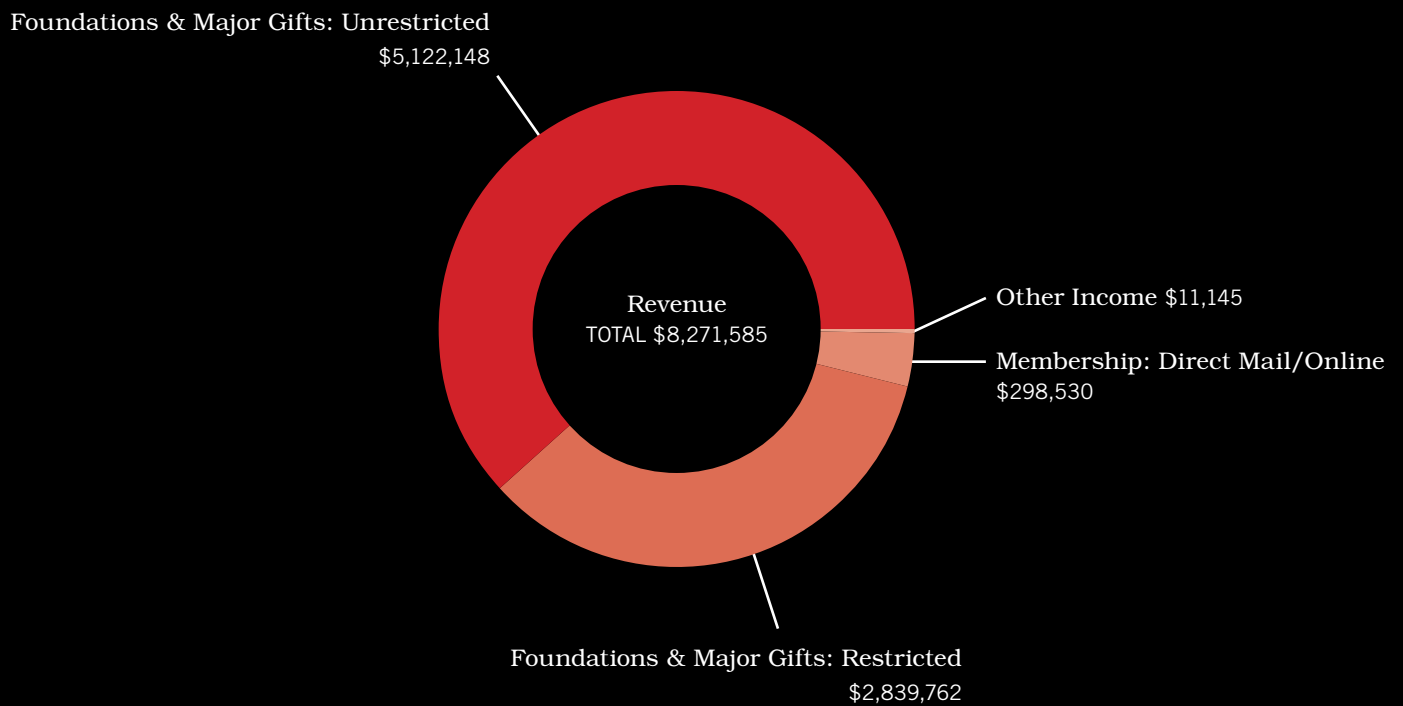
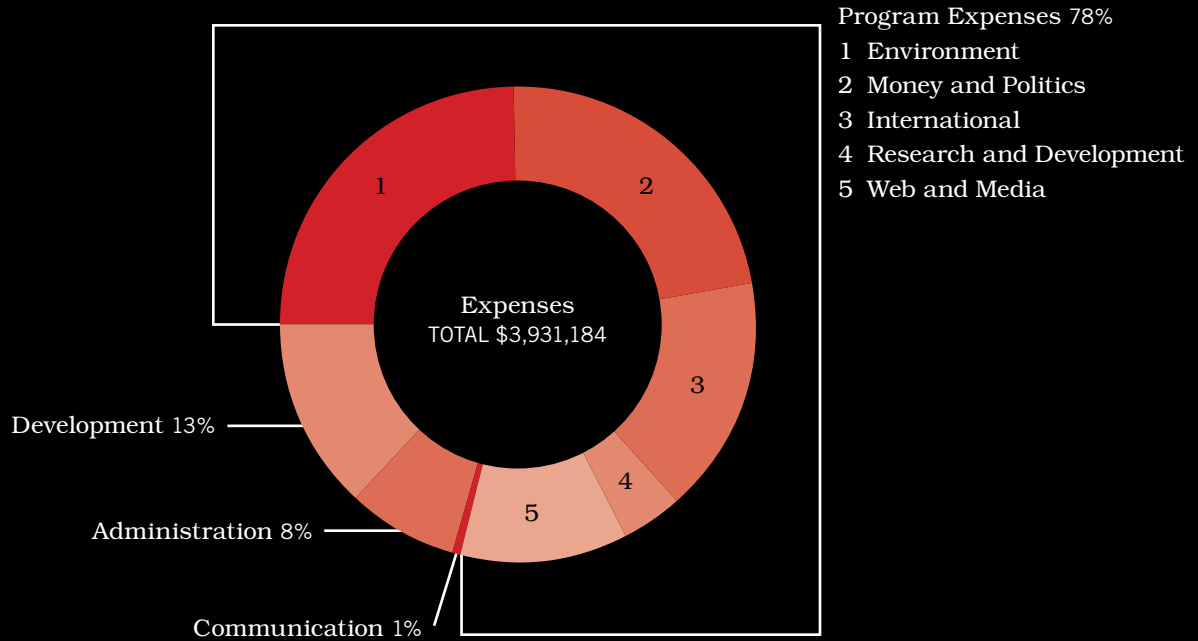
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2008 Financial Summary

Year ending December 31, 2008

Figures are taken from 2008 audited financial statements.
A copy of the full audited statements is available upon request.

Revenue reflects the full value of several multi-year grants as well as a one-time transfer of assets of \$2 million from the Fund for Independence in Journalism to the Center for Public Integrity's board controlled reserve fund.



Grants and Gifts 2008-2009

The Center for Public Integrity extends profound thanks to our donors and members, without whom we could not produce the investigations, articles, interviews and data that keep the public informed and the powerful accountable. The following information reflects gifts between January 1, 2008 and October 15, 2009.

The Center for Public Integrity does not accept contributions from corporations, labor unions, governments, or anonymous donors.

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The Center for Public Integrity reaches a broad and diverse audience of civically engaged citizens, policy makers and analysts, activists, bloggers and media professionals (representing new and conventional media). To explore ideas for event sponsorships, fellowships or other opportunities that can help you reach this eclectic audience while supporting powerful public-interest investigative reporting, please contact us.

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- \$60 (or just \$5/month) makes copies of public forms that will become an interactive database on www.publicintegrity.org.
- \$150 helps provide research tools and services to our reporters.
- \$500 sends a reporter out on the road to interview a victim of the foreclosure crisis or an expert on climate change.
- \$1,000 supports a Facebook ad promoting our projects attracting more than six million impressions.
- \$5,000 shoots a mini-documentary to accompany one of our reports.
- \$10,000 supports our communications efforts, which promote getting the Center's work cited by the media, linked to across the web and blogosphere, and into the hands of policy makers.



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