

# PATAGONIA REGIONAL TIMES



## 2020 ANNUAL REPORT

Dear PRT Readers,

In the past year of uncertainty, one thing remained certain: the Patagonia Regional Times (PRT) continued to provide valuable information about people and events in our community. Based on the responses from our readership, we know that the PRT was a particularly important source of information about local 2020 elections and the course of COVID-19 in our region. We also know that the coverage of celebrated events such as high school graduation, provided us all with a reassuring glimpse of the outside world from which we were often isolated.

We are in the business of creating a difference in our communities, and in spite of the challenges of 2020, the PRT has had a productive year. We are excited to share our accomplishments with you. Please check out the PRT Highlights of 2020 on the back page, which reflect not only survival in a challenging year, but an increase in our outreach and services.

To cover the pandemic, we increased our reporting from twice a month to weekly, reporting on local infection rates, business openings and closings, and stories reflecting its impact on our lives. We partnered with the UA School of Journalism to publish a print Special Edition in May, providing readers with in-depth coverage of local issues, people and organizations. We hosted two live political debates that were seen by over 15,000 viewers from all over Santa Cruz County. Through our partnership with NewsMatch, we were able to establish a reserve fund of \$30,000 which strengthens our organization health and financial stability and allowed us to offer discounts to our advertisers during the pandemic. And in December, we were able to incorporate the widely appreciated Clare Bonelli newsletter into our weekly newsletter.

The PRT is a small but mighty organization, dependent on the five pillars reflected in this report. Without any one of these contributors, we would join the many local newsrooms that have closed during the last decade.

- Donors: our generous readers provide nearly half our operating funds. Their continued support is a testament to their appreciation of a quality source of local news.
- Advertisers: our advertising income comes from local merchants. The year has been brutal to many local businesses, yet most of them remained loyal to the PRT.
- Board of Directors: our ten-member board is definitely a working board; they contribute their time, their talents and their treasures to sustaining the PRT
- Citizen Journalists: the majority of the articles published by the PRT are researched and written by volunteers, all of whom live in our communities and know our issues.
- Staff: our four part time staff work as a team with our volunteers to publish our paper, our newsletters and our social media presence, to coordinate our community events, and to run the operations of the business

We are inspired by the assistance the community has bestowed upon us and remain committed to providing services worthy of your support.

Sincerely,

Jac Heiss, President, Patagonia Regional Times Governing Board

# THANK YOU TO OUR GENEROUS 2020 DONORS

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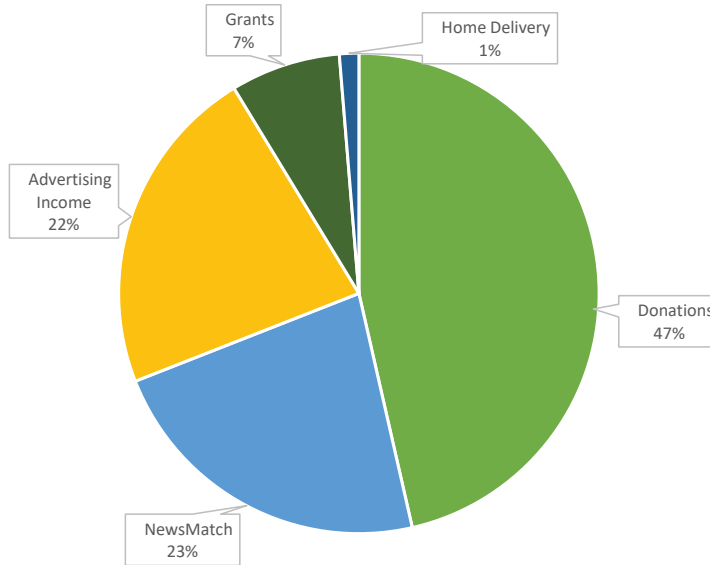
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|                              |                                 |   |
|------------------------------|---------------------------------|---|
| American Family Insurance    | Global Arts Gallery             | PARA  |
| Arizona Standard             | Grayce's Gift and Candle Shop   | Patagonia Assisted Care Agency                |
| Borderlands Restoration      | Heart of Gold                   | Ponytail Salon                                |
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| CASA of Santa Cruz County    | Jeffrey Latham                  | Purple Elephant Thrift Store/Family<br>Amigos |
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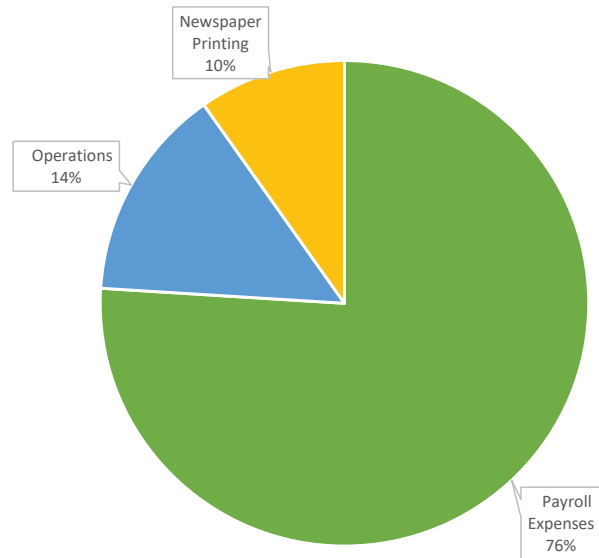
# 2020 FINANCIAL REPORT

## INCOME \$97,291.48



|                      |                    |
|----------------------|--------------------|
| Donations            | \$45,173.77        |
| NewsMatch            | \$22,000.00        |
| Advertising          | \$21,649.50        |
| Grants               | \$7,200.00         |
| <u>Home Delivery</u> | <u>\$1,268.21</u>  |
| <b>Total Income</b>  | <b>\$97,291.48</b> |

## EXPENSES \$71,077.60



|                           |                    |
|---------------------------|--------------------|
| Payroll                   | \$54,011.19        |
| Operations                | \$10,124.72        |
| <u>Newspaper Printing</u> | <u>\$6,941.69</u>  |
| <b>Total Expenses</b>     | <b>\$71,077.60</b> |

## 2020 Highlights at the Patagonia Regional Times

- The PRT established a \$30,000 Reserve Fund to strengthen our financial sustainability.
- The PRT increased coverage of the pandemic, adding weekly online updates including local zip codes, county, state and national data trends.
- We reduced our advertising rates to help our local merchants and advertisers survive the pandemic.
- We continued to grow our on-line presence.
  - We increased our newsletter from twice a month to weekly; and our e-subscribers increased from 547 to 1,709.
  - Our website views increased from an average of 5,000 to 20,000 each month.
  - We increased the frequency of our blogs, Facebook posts and Tweets.
- In May, we published a Special Edition of the PRT in collaboration with the UA School of Journalism.
- We covered local and state election races affecting Santa Cruz County
  - We hosted two online debates for candidates running for the County Sheriff and the Board of Supervisors. These forums had over 16,000 viewers.
  - We hosted online video interviews with candidates for County Recorder.
  - We covered local political candidates in the print editions of the PRT.
- Our staff and BOD produced videos featuring local gardeners and children with their animals.
- We sponsored our second annual essay contest for middle and high school students.
- We initiated a Recycling Task Force for the community of Patagonia.