Dear PRT Readers,

I like to visualize the PRT as a solid, round mesquite table covered with dozens of issues of the print editions of the paper and supported by sturdy legs; each leg playing a critical role in maintaining and growing the work of the PRT. We exist because of the support of our local community (donors, advertisers, volunteer writers, board members and our staff), several local and regional foundations (who provide us grants) and our affiliation with the Institute for Nonprofit News (and their national matching gift program called NewsMatch).

Since 2005 the United States has lost more than a fourth of its newsrooms, most of them serving small communities. Yet, during the same years that many rural newsrooms are contracting or disappearing, the PRT has grown in readership and services. Our success is the result of the hard work of many people (those sturdy table legs) combined with lessons learned from other non-profit local newsrooms. We are a hyperlocal publication: we live here, the stories we write are about our neighbors, we believe healthy communities need local news, we are called to public service. As part of the growing non-profit news sector, we exist “not to turn reporting into profit, but to turn donations into reporting” (2023, Dreger, Hyperlocal Nonprofit News).

Compared to traditional news outlets, we operate on a tiny budget, and rely on the commitment to service of our volunteers to bring community journalism to our readers. A group of our volunteer writers meet monthly with our managing editor to choose the topics for the next print issue, and then begin the substantial work of collecting information to report on the issue.

In addition to monthly meetings to learn about current operational issues and strategize about the future, our ten board members volunteer their time and talents to financial oversight, event support, and fundraising efforts. It is the shared belief in the PRT mission of those at the table that led to a successful 2022 and plans for a rewarding 2023.

Thank you for your continued support,

Kathryn Schug

President, Patagonia Regional Times Board of Directors
Dear Friends of the PRT,

2022 was a year of unprecedented growth for the PRT. We hired new staff members and established new positions, our audience has grown, and our funding and our budget all have seen significant increases this past year.

We gained three new staff members in 2021, joining me, assistant editor Nisa Talavera, who has been with the PRT since 2020, and our bookkeeper Cynie Murray, who came on board in 2017.

Jamie Smith has moved from the PRT Board where she served as treasurer, to the newly created position of development coordinator for the PRT, focusing on fundraising. Jay Babcock joined us this past spring and immediately took over the task of developing our new website and archiving our past articles to make them searchable on the web. To date, Jay has posted 2000 articles, and estimates that there are approximately 1000 more to go. Jay’s help has been invaluable as an editor, as well. Patrick O’Neal has joined us as ad manager. He has done a great job working with advertisers and is tasked with helping to launch our new business sponsorship program.

Our audience has grown significantly this year. We launched our new website in July. If you haven’t visited the website, I would encourage you to take a look at it. Since launching the website, we have seen a 220% increase in average monthly views. The print edition holds steady at 2500 issues per month, and the weekly e-newsletter continues to grow. We hope by the end of the year to hit 1900 e-subscribers. Our social media presence is also growing.

All this growth has had an impact on our budget, which grew by 25% in 2022. Each month it now costs the PRT approximately $13,000 to produce the newspaper, the E-newsletter, and the website, all of which we provide to our readers at no charge.

Our work is, in large part, made possible by the 406 donors who contributed $62,000 to the PRT in 2022. We were also fortunate to have received several grants in 2022, and experienced a 360% increase in grant funding, when compared to 2021. These funds were used to build our new website, to help fund staff and writer training, and for operations.

We are particularly proud to have been awarded a $20,000 grant from the Knight Foundation. We were one of only 26 news organizations from across the nation to receive this highly competitive grant.

In addition to putting together the print edition of the PRT, keeping the website up to date, working to put out the weekly e-newsletter, grant writing, fundraising, and all that it takes to keep the PRT going, a few of the events from the past year are worth noting. We held a writers’ workshop, a forum for local small businesses, took part in Patagonia’s 4th of July Parade, and held two community contests.

This past year we have experienced growth in our board, our staff, our writers, our audience, in the scope of services we provide to our community, and in our budget. I like to say that we are now at the point in our growth where we have accomplished the creation of a viable local news organization with all its working parts. Looking forward, the task for us, and for our supporters, is to continue working together to ensure that the PRT remains viable into the future.

Without our generous donors, our loyal advertisers and our amazing volunteers, there would be no PRT. This is a gift that YOU give to our community. You are not just helping us to share news stories, you are helping small businesses, helping to educate people about protecting our natural resources, honoring our history and the amazing and interesting people who live here, shining a spotlight on our youth, and providing a platform for our local nonprofits.

Sincerely,

Managing Editor
Patagonia Regional Times
Here at the PRT, we never lose sight of the fact that people read our paper mainly because we have such amazing, hard-working and talented writers.

This group of volunteers meets monthly to share ideas about what stories need to be told and what news impacts the lives of our neighbors. They then go out to conduct interviews, research topics, and write up the articles that you all get to read every month. It is a lot of work.

Why are they motivated to do this? They do it because of their deep commitment to inform our readers about those issues, events, and individuals that have an impact on our community. They do it because they know that our public officials must be held accountable. They do it because they value the work being done at the PRT to create awareness and to build a sense of community in our audience.

Without these volunteer journalists, there would be no PRT. Without the PRT, we would have no local news coverage, no coverage of local government and public officials, no columns about local history, our natural resources, our schools, local businesses, nonprofits, cultural and social events.

The next time you see one of our writers, who are, after all, your friends and neighbors, make sure to thank them for their work. Democracy needs local journalism, and our local journalism wouldn’t be possible without them.

2022 PRT Highlights By The Numbers

3 - Number of new members of PRT Board of Directors
49 - Percent open rate for all PRT E-News
95 - Number of Press Core members who donate monthly to the PRT
406 - Number of individuals who donated to our nonprofit newsroom
1,320 - Number of Facebook followers
1,868 - Number of subscribers to our weekly E-Newsletter
4,170 - Number of monthly readers of the PRT print edition
9,723 - Number of monthly webpage views
23,000 - Number of PRT newspapers distributed to 25 newspaper boxes and racks throughout eastern Santa Cruz County in 2022
The PRT continues to be the only local source of news for Elgin, Sonoita and Patagonia.

The PRT hired a new ad manager, an administrative assistant and a development coordinator.

In addition to our monthly print edition, we continued to grow our on-line presence.

Our website and social media platforms attracted thousands of viewers.

The PRT launched our new website.

The PRT won second place in the annual statewide competition sponsored by the Arizona Newspaper Association.

PRT staff, writers, board members and friends took part in the Patagonia 4th of July Parade.

The PRT conducted two fundraising campaigns, a Spring fundraising campaign and the Newsmatch campaign in the fall.

In April, the PRT held our first “Writers Workshop” to develop the skills of our reporters and to recognize their invaluable contributions to the PRT.

The PRT developed a Business Sponsorship program as part of our sustainability plan.

The PRT held our first Nominate your Neighbor Contest to recognize unsung heroes in our communities.

The PRT held a workshop to help local small businesses and nonprofits navigate the County’s Forgivable Loan Program.

The PRT hosted a popular online Bird Photography Contest.

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**2022 FINANCIAL REPORT**

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**PRT Year in Review for 2022**

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