

Patagonia Regional Times

2023 ANNUAL REPORT



The 2023 PRT annual report is a celebration of our mission, our work, our impact on our local communities and our readers' generous support that powers our news organization. We hope you will feel, and continue to share, our passion for the essential role local credible information plays in our democracy.

We believe that our brand of community service journalism is a vital asset that provides information, resources, guides and opportunities to help our residents navigate their lives and connect with their community.

Over the past year, we have been reflecting on the impact of the PRT in eastern Santa Cruz County. A good description of impact comes from PublicSource, a nonprofit newsroom based in Pittsburgh, who defines it as "Any way that our journalism does good or creates change in people's lives."

When a speaker at a public meeting cites an article that they read in the PRT, we know we are having an impact. When local nonprofits, like the Sonoita Food Pantry, got an outpouring of donations after the PRT puts out a call to action, we knew we were having an impact.

When readers thank us for our work, we know we are having an impact. Our reporting on the county's plans, for instance, to design a cuisine tourism initiative in the Sonoita area spurred community concern and caused the county to redesign the project to include community input.

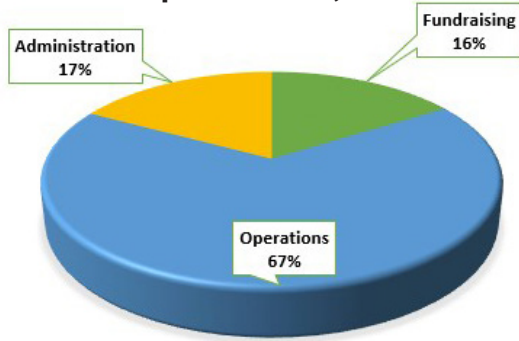
The PRT has seen first-hand the crucial role that emergency alert messaging play in safeguarding lives and property during critical situations. The staff of the PRT started to send out emergency alert messages to our readers in 2022. The positive responses to these notices prompted us to apply for a grant to create and implement a more formal program for disseminating emergency information to serve the community of eastern Santa Cruz County.

The PRT, which will be celebrating our 15th anniversary this fall, has become the voice of eastern Santa Cruz County. We're inspired by the impact we've had, and the impact we've yet to see, and we know it's because of our readers and dedicated partners that we've come so far. Thank you for being here with us. We look forward to our future together.

With gratitude

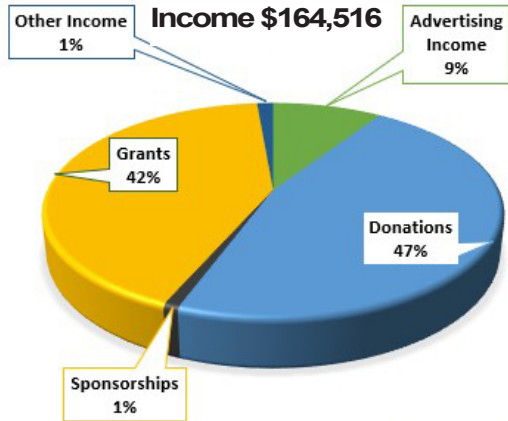
2023 Financial Report

Expenses \$162,166



Operations	\$108,453
Fundraising	26,001
Administration	27,712
Total Expenses	\$162,166

Income \$164,516



Advertising	\$15,215
Donations	76,350
Grants	69,200
Sponsorships	1,515
Other Income	2,236
Total Income	\$164,516

2023 PRT Highlights By The Numbers

21 - Number of volunteer citizen journalists writing for the PRT

49 - Percent open rate for all PRT E-News

57 - Average number of posts added to website monthly

96 - Press Core members who donate monthly to the PRT

481 - Individuals who donated to our nonprofit newsroom (18% increase)

551 - Average monthly readers of the PRT online edition in 2023

1,923 - Subscribers to our weekly E-Newsletter (9.6% increase)

2,006 - Facebook followers (52% increase)

26,000 - PRT newspapers distributed to newspaper boxes

and racks throughout eastern Santa Cruz County in 2023

39,628 - Views of the top five most visited articles on the web in 2023

41,700 - Monthly readers of the PRT print edition in 2023

115,000 - Website visitors in 2023

PRT Year in Review for 2023

Growing our Audience

The PRT continues to be the only local source of news for Elgin, Sonoita and Patagonia.

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

The PRT e-newsletter continued to attract new subscribers and community contributors. 49% of newsletter are opened and read by our subscribers each week, more than 10% higher than the industry average.

Our website and social media platforms attracted thousands of viewers.

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



Working towards Sustainability

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

Staff and Board members created board, employee and volunteer policy manuals.

The PRT received \$69,200 in grant funding from NewMatch, the Loud Hound Foundation, the Burton Family Trust, the Legacy Foundation, and the Community Foundation of Southern AZ.

The PRT joined the Rural News Network, a cohort hosted by the Institute for Nonprofit News.

The staff and board have attended webinars and courses on developing a sustainability plan, fundraising management, software training, and audience development.

The PRT conducted a spring fundraising campaign and the Newsmatch campaign in the fall which made us eligible for \$32,000 in matching funds.



Reporting Trusted Local News

Our writers enrolled in "Earn your Press Pass," an online training course for citizen journalists.

We have added a reporter dedicated to cover school sports.

PRT staff, writers and board members helped to paint the community mural in Richardson Park.

We hosted two events for our writers, a showing of the documentary "Storm Lake," a movie about the crisis facing local news organizations, and a talk by retired journalist and UofA professor Ford Burkhardt.



Building Stronger Communities in Eastern Santa Cruz County

Some of the Stories We Brought to You in 2023

The PRT - Your Local Resource for Information



East Santa Cruz County
Community Food Bank. Inc.

Food Bank Moves to New Location

Adios, Container Wall

Developer's Plans Worry
Locals in Patagonia

PVFR Works to Move
On From Internal Strife

Emergency Road Blocked
by New Property Owner



Racing in Sonoita

A Cherished Tradition, An Uncertain Future

Holding our Officials Accountable

County Plans to Develop Winery District Master Plan

Legislature Puts
Schools at Risk

As Hermosa
Project Ramps Up,
Local Concerns
Escalate



Cops, Frustration,
Some Clarity
at County's 'Open
House'

County Courthouse
Lease Raises
Questions

Celebrating our Communities



Shorthanded and Exhausted,
Lobos Don't Quit

A Lifetime in
the Mustang 4-H Club

Patagonia's Jewel Box Church

State Prepares to Restore
Historic San Rafael Ranch

International Teachers
Join Local Schools



2023 Santa Cruz County Fair