

2021 Annual Report

CHESAPEAKE

BAY JOURNAL

Independent environmental news for the Chesapeake region



“ I’ve loved the Bay Journal for years and have always trusted its accuracy, thoroughness and breadth of topics. ”

– Bay Journal reader

“ Someone reading your article ... might be inspired to think, read or research. I wish there were a thousand more of you. ”

– Bay Journal reader

About the Bay Journal

Independent & Experienced

The award-winning team at the *Bay Journal* has been tracking environmental issues in the Chesapeake Bay region since 1991. The articles you read are not written by activists or government agencies. They are produced by a team of skilled journalists with broad knowledge of environmental issues in the Bay region.

A Nonprofit Newsroom

Yes, *Bay Journal* subscriptions are free — because we want to share environmental news with everyone! We also operate the Bay Journal News Service, which distributes articles for free use by media across the Bay region. We are funded mostly by grants and donations.

Inspiring Action

Our readers are vocal, passionate citizens, and we aim to provide them with in-depth reporting that helps make sense of complicated and challenging topics. Surveys show that many readers rank the *Bay Journal* as their most trusted source of environmental news in the Bay watershed — and they take a wide range of actions based on what on they read.





Dear Bay Journal readers,

It's always a pleasure to look back on a year's worth of work and showcase the accomplishments of our talented, dedicated staff. I hope you enjoy reading about it.

But I'm equally moved by how much you, our readers, make this work possible. Our readers are our engine (a green one, of course!). You power the *Bay Journal* in many ways. You donate financially — more of you every year! — and we so grateful. You share the *Bay Journal* with family, friends and coworkers — and, with your help, new subscriptions are rolling in. You send story ideas and feedback, helping to energize and inform our reporting.

You also power our impact. You are the ones who sort through the issues, consider what you've learned and decide whether and how to take action. The challenges we face depend on it. Please continue to let us know how you put *Bay Journal* content to work. Our staff loves to hear from you, and sharing those stories helps to recruit more resources for our work.

As you browse our *2021 Annual Report*, please remember that it reflects what you've made possible. Thanks for being a *Bay Journal* reader!

Above: Jeremy Cox learns about an effort to save old-growth trees.

Left: Whitney Pipkin conducts an interview about a proposed development project.

Lara Lutz
Editor/Executive Director

2021 News Coverage

In 2021, the Bay Journal team continued to produce award-winning articles, as well as a new film and podcast. Here are some highlights.



Bay cleanup progress

The deadline for the 2025 cleanup goals is approaching, but the *Bay Journal* reported that the region will likely fail to meet several key goals, including those for reducing nutrient pollution and restoring streamside buffers and wetlands. A plan was proposed to dredge sediment from behind Conowingo Dam, and restoration leaders committed to accounting for climate impacts in future restoration efforts.



Climate change

Warming temperatures in the southern end of the Bay are causing a widespread die-off of eelgrass, a habitat critical for young crabs. On land, communities are grappling with both “sunny day flooding” and tidal surges from storms. A search for the saltmarsh sparrow, whose habitat has become submerged from rising sea level, came up with just one lone call.



Fish, oysters, eels ... and dolphins!

Bay Journal articles documented the ongoing challenges for oyster restoration, as well as the surprising comeback of American eels in the Susquehanna River. We also reported on a failed search for the Maryland darter, a small fish unique to the Bay watershed, now largely considered extinct. Articles about ancient eel weirs in the Susquehanna and dolphins throughout the Bay drew a lot of reader attention.



Land use & conservation

Demands on the landscape took center stage with ongoing coverage about the potential expansion of the DC Beltway, a proposed distribution center in Virginia, the proliferation of enormous warehouses consuming rural land and a variety of forest conservation issues.

Environmental justice

Environmental justice concerns have drawn increasing attention, including their intersection with several pipeline projects, a proposed Wegmans development in Virginia and the expansion of the DC Beltway in Maryland. The Naturally Latinos conference highlighted environmental leaders, including an award-winning youth activist in Baltimore. We also highlighted the availability of environmental justice mapping tools.

Plastics & 'forever chemicals'

Evidence of PFAS or “forever chemicals” continues to be found in waterways across the Chesapeake watershed. Meanwhile, research continues to understand the extent of microplastics in the water and the impacts it could have on aquatic creatures and human health.

Films & podcasts

This year saw the debut of our podcast, *Chesapeake Uncharted*, with the first season focused on the impacts of climate change already taking place in the Bay region. We also released a new film, *Water's Way: Thinking Like a Watershed*. The film looks at efforts to help water move more naturally across the landscape, including the role that beavers might play in restoring healthy stream systems.



“ Your intelligent, thoughtful, accurate writings are appreciated. ”

– Bay Journal reader



Environmental news matters. Share it!

Nationwide, news outlets are struggling, shrinking and closing. Their ability to cover science and environmental news, especially through in-depth, localized reporting, is low. The *Bay Journal* is available to help fill that gap.

In 2020, we were able to reach well over 250,000 people every month through our print editions, email newsletters, website, social media, films and podcast. Among our audience are teachers and students, scientists, policy makers, conservation leaders, and many other people who care about environmental challenges and want to help solve them.



Tim Wheeler (left) conducts an interview about collecting seeds from underwater grasses.

Subscriptions to the *Bay Journal* continue to increase. Our films were viewed on YouTube and public television, featured in film festivals and screened at other events. We debuted the *Chesapeake Uncharted* podcast, and Delmarva Public Media aired several episodes on a radio station that reaches listeners on the Eastern Shore.

What is the Bay Journal News Service?

We extend our reach even further through the Bay Journal News Service. The News Service distributes our articles, columns and opinion pieces for free use by other newspapers, magazines and websites. In 2021, *Bay Journal* articles were reprinted approximately 140 times by other media, both small and large, with a reach of about 1.9 million people.

Examples of publications that reprinted our articles in 2021:

Altoona Mirror (PA)	LNP (Lancaster County, PA)
Baltimore Sun	Morning Call (Allentown, PA)
Bay Times & Record Observer (MD)	Morrisons Cove Herald (PA)
Beacon (Greater Washington)	News Journal (Wilmington, DE)
Cecil Whig (MD)	News-Item (Shamokin, PA)
Chesapeake Bay Magazine	Patch News (across MD, PA, VA)
Culpeper Star-Exponent (VA)	Patriot-News (Harrisburg, PA)
Daily Item (Sunbury, PA)	Pennsylvania Borough News
Daily News (Huntingdon, PA)	Pennsylvania Outdoor News
Daily Times (Salisbury, MD)	Prince George's Post (MD)
Delaware Independent	Rappahannock Record (VA)
Delaware State News	Reading Eagle (PA)
Dundalk Eagle (MD)	Rocket-Courier (Wyalusing, PA)
Ephrata Review (PA)	Southern Maryland Chronicle
Express (Lock Haven, PA)	Southern Maryland News
Environmental Forum	Southside Sentinel (Urbanna, VA)
(Environmental Law Institute)	Star Democrat (Easton, PA)
Gloucester-Mathews	Sunday News Journal
Gazette-Journal (VA)	(Wilmington, DE)
Herald-Standard (Uniontown, PA)	Sunday Review (Towanda, PA)
Kent County News (MD)	Susquehanna Life Magazine (PA)
Lancaster Farming (PA)	Times-Tribune (Scranton, PA)
Lititz Record Express (PA)	Weekend Whig (Elkton, MD)

“ I enjoy the Bay Journal and share it with science teachers at school! ”

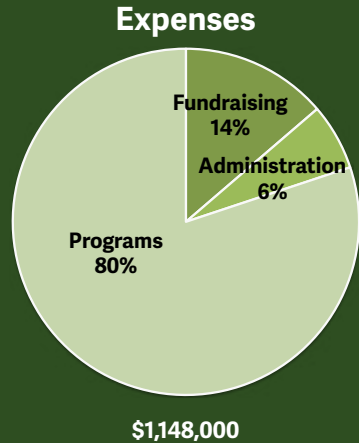
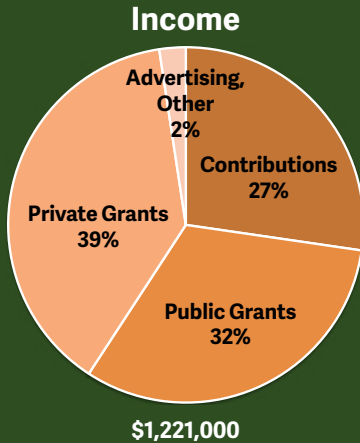
“ Thanks for presenting environmental news in such an interesting way. ”

– Bay Journal readers

2021 Financial Report

Fiscal year ending December 31, 2021

We are deeply grateful to the readers and funders whose donations make our work possible. Their names are listed on an ongoing basis in each printed edition of the *Bay Journal*.



Note: These are unaudited financials. For our official statement, email llutz@bayjournal.com.

Our Team in 2021

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Karl Blankenship takes notes about a study of eels in the Susquehanna River watershed.

Photos in this report are by staff photographer Dave Harp.

Help share environmental news across the region

- *Tell a friend about the Bay Journal.*
- *Subscriptions are free. Spread the word!*
- *Support our work with a donation at bayjournal.com/donate.*
- *Leave a legacy: Consider the Bay Journal in your estate planning. Email jcaine@bayjournal.com for information.*

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