

# The Red & Black



**ANNUAL  
REPORT**  
**2021-2022**

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LANCE HELMS Board Chair, 2021-2022

## Creating a culture of philanthropy

The Red & Black is unique in that it has two missions: To train students in journalism and to provide reliable independent news for the University of Georgia and Athens communities. I can offer firsthand testimonials to both of those missions. As a UGA student in the 1990s, I worked at The Red & Black, eventually serving as editor in chief. That experience launched my career in media. Now, as an alum, I rely on The Red & Black to keep me updated with news from campus and the city.

Like all news organizations, The Red & Black is adjusting to changes in our funding model brought about by the digital transformation shaping how every business goes to market. The pace of change since our founding in 1893 has only accelerated with each passing year.

In 2021, the board of directors of The Red & Black made a strategic decision — based on research conducted in 2020 and 2021 — to intentionally supplement our traditional advertising and event revenue with donations and grants.

We set an ambitious goal of securing the strongest possible footing for achieving financial sustainability by 2030. We'll do this through a number of fundraising initiatives, leading up to the creation of a foundation to bolster the sustaining fund that has supported The Red & Black through thick and thin.

This strategy will unfold over the coming years, but we know we need to start at home. Last year, the Board voted to become a giving board, with each member committing to personally support The Red & Black. The culture of philanthropy starts with us.

Lance Helms

Chair, Red & Black Board of Directors, 2021-2022

Editor in Chief, The Red & Black, Spring 1992

### Board of Directors 2021-2022

The Red & Black Publishing Company, Inc. is overseen by a volunteer board of directors, representing experts in journalism, law, publishing and business strategy. Many are alumni of The Red & Black. The board also includes student leaders of The Red & Black.

#### OFFICERS

Lance Helms, Chair  
Jamar Laster, Vice Chair  
Jaime Sarrio McMurtrie, Secretary

Kristi Ramsay

James Robinson  
William Smith

#### REGULAR MEMBERS

Tamara Best  
Mark Bixler  
Ali Gant  
Theresa Giarrusso  
R. Lee Guarnella  
Tom Lee  
Samira Jafari  
Tracie Powell

#### STUDENT MEMBERS

Spencer Donovan, Editor in Chief, Spring 2022  
Jacqueline GaNun, Editor in Chief, Fall 2021  
Shelby Israel, Editor in Chief, Summer 2021  
Sherry Liang, Board DEI Liaison  
Cameron Reamer, Student Ad Manager

#### EX-OFFICIO MEMBERS

Rebecca Burns  
Mark Johnson

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### FINANCIAL SNAPSHOT

## A year of rebuilding

After pandemic-induced reductions in print publishing and in-person training, we returned to “normal” operations in 2021-2022 — while retaining some positive lessons learned during COVID. For example, we kept our virtual Housing Fair while also holding an in-person event.

We invested in training, DEI initiatives and hiring a full-time newsroom adviser. Our fundraising was bolstered by participation in NewsMatch. The year’s wildcard was the impact of Georgia’s national college football championship, which brought demand for front-page posters and our keepsake book. We had budgeted for an operating deficit of \$319,750 and ended up with one of \$213,228, which thanks to COVID relief funding, was reduced to \$128,128. That deficit was covered by our reserves. Looking ahead, we are forecasting growth in digital ad sales, donations and special publications.

#### OPERATING INCOME

Print (newspaper)	\$94,249
Print (books, magazines, guides)	\$134,960
Digital	\$171,100
Housing Fair	\$27,825
Donations and Grants	\$128,500
Ancillary (includes merchandise)	\$188,950
Subtotal	\$745,584
CARES Act Funding	\$85,100
<b>Total</b>	<b>\$830,684</b>

#### OPERATING EXPENSES

Payroll and Related	\$581,931
Printing	\$110,996
Tech	\$64,180
Building Management	\$64,043
Office (includes merchandise)	\$91,892
Postage	\$18,781
Fundraising	\$4,599
Legal and Accounting	\$22,390
<b>Total</b>	<b>\$958,812</b>

### FULL DISCLOSURE

Numbers above are from our internal year-end reporting. Final tax documents will be posted when filed. In a commitment to transparency, our 990s and other disclosures are posted on our website as well as the nonprofit site, GuideStar.

Go to [redandblack.com/donate](https://redandblack.com/donate) for details.



## Historic A1

We knew there would be demand for our special issue covering Georgia's historic national title win, but we underestimated just how high that demand would be! When the newspaper was released on Jan. 13 2022, people lined up all the way down Baxter Street and around the Tate Student Center to get copies. We distributed 15,000 copies within a few hours. The 2,000 issues that we reserved for online orders were gone within 90 minutes.

"On our release day, we passed out thousands of papers to crowds at The Arch and Tate Plaza. Out of my four years working for The Red & Black, I had never seen so much excitement for one of our print issues," said Spencer Donovan, spring 2022 editor in chief. "It was truly special for our amazing reporters, photographers, designers and editors to be a part of this."

On Jan. 20, following a second press run of 17,000, crowds once again lined up for copies and our email boxes flooded with requests for issues.

"It was incredible to be reminded that when historic events happen, people turn to their local newspapers to capture that moment," said Charlotte Norsworthy, newsroom adviser. "What an amazing opportunity it was for our team to be a part of such an important event in our community."

Between January and August 2022, we sold 2,090 posters of the front page. Based on requests from readers and alums we have also created posters of our 1942 and 1980 championship front pages, underscoring The Red & Black's legacy of covering Georgia football.

# A nonprofit news movement

*The Red & Black joined a national network*

In fall 2021, The Red & Black Publishing Company became the first independent student news organization to be accepted as a full member of the prestigious Institute for Nonprofit News (INN). Now with hundreds of news outlets in its membership, INN was created with the vision of building "a nonprofit news network that ensures all people in every community have access to trusted news." Its members include: national organizations such as PBS NewsHour and the Center for Public Integrity; state and regional members like the Texas Tribune and Mississippi Today; and local news sources like Canopy Atlanta and The Atlanta Voice.

The Red & Black's membership was a first for INN. While some other members are affiliated with universities or focus on providing student internships, they do not have fully student-run newsrooms. Multiple factors led to The Red & Black's acceptance for membership, including: our year-round publishing schedule; our track record of investigative reporting; our expansion beyond campus coverage to reporting on the Athens community; our commitment to retaining professional staff to mentor and train students; and our financial and editorial independence from the university.

Along with membership in INN, The Red & Black joined NewsMatch, the largest U.S. grassroots campaign to support nonprofit news. Since its 2016 founding, NewsMatch has helped raise over \$150 million. Under the program, participants, which must be INN members, receive matching donations through national and local supporters.

In our debut NewsMatch campaign, The Red & Black raised \$19,000 and received \$34,414 in matching funds. We will participate in our second NewsMatch campaign during November and December 2022.

## Being intentional

*How student leaders are following through on DEI*

The student-led Diversity, Equity and Inclusion (DEI) committee, formally established in the spring of 2021, continued its work over the past year, with a focus on creating sustainable initiatives. The committee — including a chair, newsroom leadership, the recruitment team and at-large members — works toward the shared goals of increasing diversity within The Red & Black and expanding our connection with our audience and the community.

The group's 2021-2022 initiatives included:

- » Creating a newsroom source database to strengthen community connections while ensuring we meet our standards for diverse perspectives.
- » Organizing a mayoral forum focused on topics related to public safety, UGA-Athens relationships and policing. The Red & Black hosted and moderated the forum with journalists from the Athens-Banner Herald and Flagpole participating as panelists.
- » Hosting speakers, including Kathy Roberts Forde, author of "Journalism and Jim Crow."
- » Engaging with the community and fostering team spirit within The Red & Black with an event during which students created holiday cards for assisted living residents.
- » Creating a DEI stylebook.
- » Continuing to conduct demographic surveys of staff and contributors.
- » Launching Red & Black En Español, with articles translated in Spanish.

"When we began this work, The Red & Black was a largely white news organization. The DEI committee planted a seed that promised to be intentional," said Dania Kalaji, 2021-2022 DEI chair. "We're seeing that come to fruition — while still holding ourselves accountable."

## Mission Milestones • quick benchmarks of our impact this year

**6.9 million**

pageviews at  
redandblack.com

**200,000**

average monthly  
site users

**2,526**

articles  
published

**38**

podcast episodes  
produced

**196**

students enrolled in  
newsroom training

**57**

students in  
paid staff positions

# SUPPORTERS

We appreciate the generous support of alumni, friends and readers. Our policy is to disclose gifts of \$5,000 and above and to list all other donors by name only. Learn about our commitment to transparency at [redandblack.com/donate](http://redandblack.com/donate). The following list represents donations made between June 1, 2021 and May 31, 2022.

## MAJOR SUPPORT

The Miami Foundation  
(NewsMatch)  
\$34,414

Tom & Edwina Johnson  
\$25,000

Don E. Carter and  
Carolyn McKenzie Carter  
Endowment for  
Journalism Excellence  
\$8,000

Georgia Humanities  
\$7,000

Juanita Cousins Traughber  
\$5,000

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Payton Bradford

Carla Bradley

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Polly Dyer

Alicia Eakin

Carolyn Edmunds

Lorraine Edwards

Melanie Horton Edwards

Craig Estep

Shawn Farmer

Danay Faulkner

Jeff Finger

Kayleigh Fitzpatrick

Richard Flood

James Foley

Nicholas Fouriezos

Maddy Franklin

Jana Lynn French

Stephanie Friedman

Laurie Fugitt

Daniel Funke

Rachel Roberts-Galbraith

Judith and Jim Galloway

Shaye Gambrell

Beatrice GaNun

Edward GaNun

Ali Gant

Lea Garbett

Emily Giambalvo

Theresa Giarrusso

Kathy E. Gill

Doug Gillett

Rex Granum

Sofi Gratas

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Vivian Greentree

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Darcey Hans

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Nate Harris

Jordan Heath

Lance Helms

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Andrea Herrin

Quiana Hewitt

Reann Huber

Casie Hughes

Collin Huguley

Janice Hume

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Samira Jafari

Judith Jakush

Vickie Jenkins

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Mark Johnson

Darby Jones

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*Thanks to our supporters who preferred to remain anonymous.*