



## Media Kit | 2017



A nonprofit, online newsroom providing a different perspective on New Orleans.

# About us

The Lens is the New Orleans area's first nonprofit, nonpartisan online newsroom, dedicated to unique in-depth reporting projects, as well as exclusive daily stories.

Orleans Parish prosecutors are using fake subpoenas to pressure witnesses to talk to them

By Charles Maldonado, Staff writer April 26, 2017 2:34pm

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Our values mean we publish without fear or favor, and we don't shy away from difficult stories that hold our community's leadership accountable. Our foundation

as a web-first operation means we serve a digital audience in ways that other news outlets can't. Our commitment to share the data that drives our reporting means we're inviting the community to work with us — and hold us accountable.

Since first publishing in January 2010, The Lens has earned an indispensable role in the New Orleans media ecosystem. We have broken stories that led to public outrage, criminal indictments, policy changes and a deeper understanding of our community. We focus on five main areas of coverage:

criminal justice; schools; government and politics; land use; and the environment, particularly the issue of our disappearing coast.

As a federally designated 501(c)(3), we have an array of financial supporters, including

major national foundations, local foundations and a cadre of loyal members, whose donations are tax deductible.

Charter school kept two homeless children out of class for a month because they didn't have uniforms

By Marta Jewson, Staff writer June 21, 2017 1:11pm

## Losing Ground

by Bob Marshall, The Lens, Brian Jacobs and Al Shaw, ProPublica, Aug. 28, 2014

In 50 years, most of southeastern Louisiana not protected by levees will be part of the Gulf of Mexico.

NOPD ends controversial practice of releasing criminal records of homicide victims

In rush to find lethal injection drug, prison officials turned to a hospital

By Della Hasselle, Contributor August 6, 2014 5:17pm 84 Comments

Councilman connected to nine blighted buildings in the Lower 9th Ward neighborhood

By Ariella Cohen, Co-founder and staff writer July 18, 2012 2:22am 4 Comments



# Our audience

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Lens readers are civically active, politically astute residents and supporters of New Orleans. They have a passion for being informed and actively involved with where they live, and they are deeply connected members of the community.



28,000 unique  
visitors\*



17,000+ followers



57,000 page  
views\*



5,000+ page likes



1:30 time on  
page\*



4,000+ subscribers  
with 20% open rate

We put your brand in front of one of the most engaged and influential audiences in the region. By supporting The Lens through sponsorship, your company will be closely associated with fostering a healthy civic dialogue and contributing to our community.

**Show our audience how much you care about the city where you do business.** Your support helps us continue to produce high-quality journalism in the public interest.

\* Monthly averages from two-year period, ending June 30, 2017.

# Our community

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The Lens sets itself apart from traditional and mainstream media in many ways. One of the most important is our dedication to consistently meeting and talking with our readers and supporters. Further, we believe a healthy democracy involves a discussion of ideas, so we host several community forums throughout the year. Sponsorship of these events is available, including pre-event web notices, signage, opening recognition, and email promotions and follow-ups.



About 100 people came to our evening forum in April to hear from and talk with the Native Americans from a Lens story about how the rising Gulf of Mexico is threatening their traditional way of life.



Lens government reporter Charles Maldonado interviews City Councilwoman LaToya Cantrell in 2015, as part of our Breakfast with the Newsmaker series, now in its fourth year. The morning events let our readers talk directly with those shaping our community.



Lens publisher and CEO Steve Beatty makes the rounds at The Lens' seventh-anniversary party, a regular celebration that draws scores of well wishers to mark the milestone.



Lens editor Steve Myers and frequent freelance contributor Samantha Sunne talk with City Council candidate Eric Anthony Johnson at our July happy-hour event. These informal gatherings give our audience members a chance to talk with our editors, reporters and each other about issues we're covering — and those we should be.

As a nonprofit, we're selective in approaching our sponsorship partners because we know we're creating close ties in our community and working together to fulfill our mission.

The Lens reserves the right to accept or decline any sponsorship. The Lens will decline to accept sponsorships that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in The Lens' sole discretion, with its standards of decency, taste or dignity. Like all quality publishers of original journalism, The Lens maintains a clear separation between news and sponsorship content. Sponsorships that attempt to blur this distinction in a manner that, in The Lens' sole judgment, confuses readers will be rejected.