

THE LENS

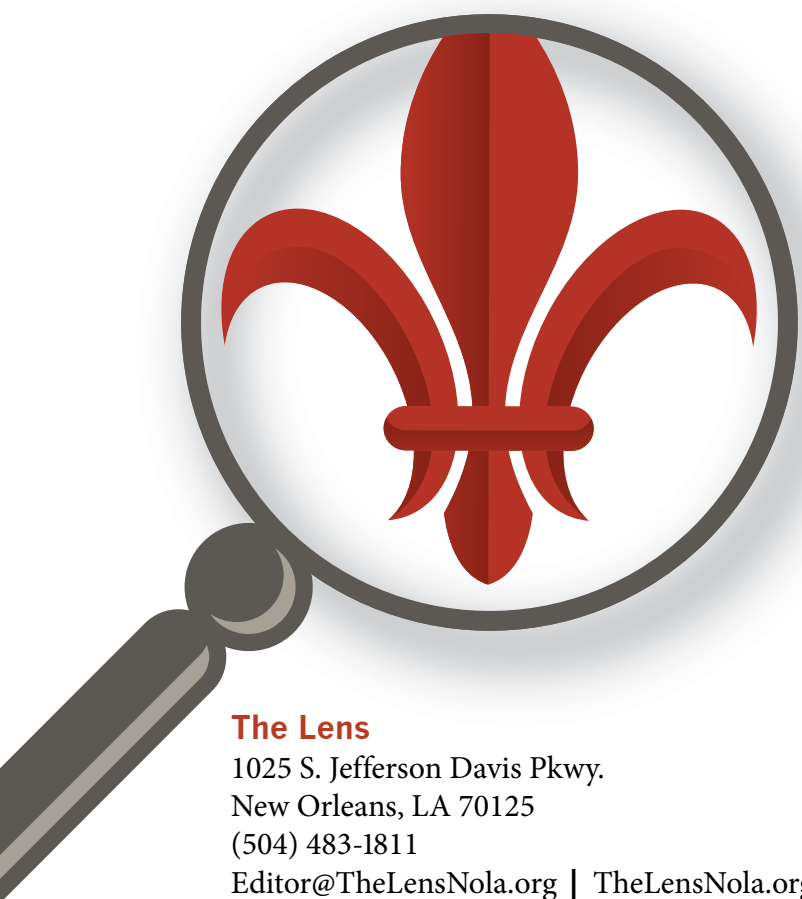
FOCUSED ON NEW ORLEANS AND THE GULF COAST



2012

A YEAR
IN REVIEW

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The Lens
1025 S. Jefferson Davis Pkwy.
New Orleans, LA 70125
(504) 483-1811
Editor@TheLensNola.org | TheLensNola.org

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Photography credit: Danielle Bell, Derek Bridges, Bob Butler, Karen Gadbois, Steve Myers & Jessica Williams

THE MISSION

The mission of The Lens is to engage and empower the residents of New Orleans and the Gulf Coast by providing the information and analysis necessary to advocate for more accountable and just governance.

With a staff of experienced investigative reporters and pundits, The Lens merges the accuracy, fairness and thoroughness of traditional journalism with the speed, urgency and interactivity of online media. This hybrid model is well-suited to New Orleans, a city where residents count media watchdogs as allies in the struggle to rebuild a better community in the face of limited resources.

FOUNDERS

Karen Gadbois
Ariella S. Cohen

BOARD OF DIRECTORS

Officers

Judge Calvin Johnson (ret.), **Chairman**
Michael Sartisky, Ph.D., **Treasurer**
Steve Beatty, **Secretary**

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Sonya Duhé, Ph.D.
Stephen Ostertag

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Anne Mueller.....Development Director

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Tyler Bridges.....Staff Writer
Karen Gadbois.....Staff Writer
Tom Gogola.....Staff Writer
Bob Marshall.....Staff Writer
Mark Moseley.....Engagement Specialist & Opinion Writer
Jessica Williams.....Staff Writer



LETTER FROM THE CHAIRMAN

Promises made promises kept. At our inception we promised that we would provide this community with information and analysis that could be used to make informed decisions. We promised that we would be **the** independent voice that New Orleans and the Gulf Coast could rely on. We have kept that promise.

The evidence includes Karen Gadbois whose reporting about the New Orleans Police Force's double standard regarding exposing records of murder victims, resulted in her being the 2012 recipient of the Society of Professional Journalists' annual Ethics in Journalism Award.

The evidence includes reporting on and providing analysis of the forty odd school systems operating in the City of New Orleans. The Lens is determined to continue this effort of educating the community about our fragmented public education system. What The Lens has created is a one-stop resource for meaningful and specific information about charter school governance in New Orleans.

The evidence includes a dedicated and expanded environmental section lead by a seasoned reporter devoted to the kind of analyses that The Lens is noted for.

The evidence includes an in-depth analysis of political structures that surround this community both on a local, state and national level, always with the intent of providing information that helps to create an informed public.

The Lens remains committed to providing New Orleans and the Gulf Coast with information and analysis necessary to advocate for more accountable and just governance.

This is where The Lens is today and where The Lens will forever remain.

A handwritten signature in black ink, appearing to be 'Cal Johnson', written in a cursive style.

Retired Judge Calvin Johnson, The Lens Board Chairman



LETTER FROM THE FOUNDER

Dear **Readers,**

As we enter another year here at The Lens — our fourth — there have been some exciting changes. New partners, new hires and new offices. You'll find the details in other parts of this annual report.

In 2012, we said goodbye to my friend and fellow co-founder Ariella Cohen. She moved to Philadelphia last March to take on a new challenge as executive editor of Next American City. We wish her well!

Ariella played a crucial role in the creation of The Lens and continues to lend us her wit and wisdom by serving on our board of directors.

The Lens' mission is unchanged: We remain committed to finding news where others don't—or won't. We try to engage citizens in government and to force government out of the shadows where corruption and flawed policy breed.

The Lens staff continues to be widely honored for these efforts. For my part, in August I was grateful to be awarded the Ethics in Journalism Award by the Society of Professional Journalists.

The award came our way after I reported on the New Orleans Police Department's practice of releasing the arrest records of victims of violent crime. The implication — often inaccurate and always distasteful — was that "they had it coming." While the rest of the news media focused on reporting the tragic details of a violent and deadly carjacking, I discovered that the victim, a Samaritan shot by carjackers as he tried to rescue the woman whose car they had targeted, also had an arrest record, a record the NOPD had chosen not to make public.

The obvious inequity we had identified led to a change in NOPD policy.

It wasn't an easy story and it wasn't a universally popular story, given the Samaritan's death, but it was an important story. With your continued support as a Lens reader and member, we will continue to do stories like it — stories that probe issues ranging from land use to criminal justice, from government finance to the fight to save our vanishing coast. And we will remain the only news outlet comprehensively covering the city's numerous charter schools.

I thank you all for your support and engagement.

Karen Gadbois, Founder of The Lens

WHO WE ARE

1. MARK MOSELEY

mmoseley@TheLensNola.org | [@moseleyLensNola](https://twitter.com/moseleyLensNola)

As The Lens' opinion writer I attempt to tackle issues in an insightful way that stirs reflection and conversation. My motto is "No friction, no thought."

2. JESSICA WILLIAMS

jwilliams@TheLensNola.org | [@williamLensNola](https://twitter.com/williamLensNola)

I do what I do here because I want my son to have more than just a handful of options for good public schools, an issue that many parents struggled with in the pre-Katrina era. The stories I write inform educators of the problems in the new charter-dominated system, note that system's successes, and – I hope – drive conversations geared towards positive change.

3. TOM GOGOLA

tgogola@TheLensNola.org | [@tgogolaLensNola](https://twitter.com/tgogolaLensNola)

I have worked a lot of different jobs in journalism over a 25-year career, but one beat I've always wanted to cover is criminal justice and I'm grateful for the chance to do so in New Orleans. In covering the courts, the jails and the cops, I strive to provide insight and analysis on a subject of great interest and import to the citizens of this city.



4. BOB MARSHALL

bmarshall@TheLensNola.org | [@BobMTheLensNola](https://twitter.com/BobMTheLensNola)

I cover the issues, policies and people of Louisiana's coastal wetlands, the habitat that has been my office and refuge most of my life.

5. KAREN GADBOIS

kgadbois@TheLensNola.org | [@gadboisLensNola](https://twitter.com/gadboisLensNola)

Living in New Orleans is an infuriating privilege. It is a city that entices, beguiles and enrages. It seems there is no middle ground in New Orleans but sometimes there is something a little more elusive and that is a clearer understanding of

the way local and state policy works. The Lens aims to provide that clarity and comprehensive reporting.

6. JED HORNE

jhorne@TheLensNola.org | [@horneLensNola](https://twitter.com/horneLensNola)

I pay particular attention to the opinion section as both an editor and occasional contributor.



7. STEVE BEATTY

sbeatty@TheLensNola.org | [@beattyLensNola](https://twitter.com/beattyLensNola)

The work we do at The Lens is aimed at making a difference in the community. Our goal is to find stories that give readers the information they need to make informed decisions or take action they deem appropriate. Taking the time to look for stories no one else is covering – and taking the time to report them well – is something few news outlets can do these days.

8. ANNE MUELLER

amueller@TheLensNola.org | [@muellerLensNola](https://twitter.com/muellerLensNola)

As a native New Orleanian I have a deep appreciation for the complex richness and diversity of this city and am committed to its ongoing revitalization. The Lens plays a key part ensuring our community remains informed about the issues vital to a healthy democracy. My role is to raise awareness and support for The Lens. This allows me to build relationships with readers and supporters whose commitment to New Orleans mirrors mine.

9. TYLER BRIDGES

tbridges@TheLensNola.org | [@tegbridges](https://twitter.com/tegbridges)

I'm trying to take a close look at the governor and the state Legislature, to dig below the surface to get the real stories. What are they doing and why? Those are the questions I ask every day in my reporting.

10. REBECCA CATALANELLO

rcatalanello@TheLensNola.org | [@CSRCLensNola](https://twitter.com/CSRCLensNola)

The charter school movement in New Orleans is unlike any educational experiment anywhere. As a New Orleans native, Orleans Parish public school graduate and the mother of a future student, I have a passionate interest in how we educate our children in this town. I'm excited to be overseeing the innovative citizen journalism project that is the Charter School Reporting Corps in the city I love best.

11. STEVE MYERS

smyers@TheLensNola.org | [@myersnews](https://twitter.com/myersnews)

I'm enjoying getting my hands dirty, helping The Lens produce high-impact investigative journalism that addresses the needs of the New Orleans community.



REPORT



REPORTING

THAT GETS RESULTS

Our driving ambition at the Lens is to engage the public to enhance awareness of public issues – and to highlight patterns of corruption when we find them in our reporting.

We believe that citizens who are well-informed are better equipped to remain connected to participatory democratic governance. We also believe that corruption begets corruption – and our aim is to stop it in its tracks, whenever and wherever we see it.

We're committed to people-centered accountability, whether we're writing about corrupt charter school administrators embezzling public money or elected officials misusing public funds in their private business dealings.

Bottom line: When accountability is lost, the entire community pays a price. When public officials engage in unchecked shenanigans, the price is paid on the backs of taxpayers left footing the bill. It's paid in the form of cynicism and mistrust of public officials and those entrusted with public money.

Working with our colleagues in the New Orleans Coalition on Open Governance, we identify areas of public concern and provide the in-depth reporting that provides a basis for intelligent and informed decision-making. In turn, the NOCOG coalition of advocacy groups use our stories to educate and work with the community to bring about change.

CHARTER SCHOOL REPORTING CORPS

No city in America has a greater percentage of students in charter schools than New Orleans. The explosion in charter schools since Hurricane Katrina has changed things for everyone involved – including the news media. Newspapers accustomed to assigning a single reporter to cover the school board now must contend with 42 autonomous boards, charter schools, and 73 additional schools in the Recovery District and Orleans Parish School Board – all which meet monthly, and sometimes in defiance of state open meeting laws. No other newsroom in the country has

endeavored to follow charter schools this comprehensively. The Lens covers every one of those charter meetings and posts a report on the page we have built on our site for each school. New Orleans is not only an incubator for innovation in education – we’ve made it an innovation in reporting on education.

RESULT:

More engagement, greater parental involvement in schools, greater accountability for charter-school operators

LAND USE

The Lens reported on a Deslonde Street property owned by then-City Councilman Jon Johnson that had received \$166,000 in state and federal loans – but nine months after getting money under the state’s Small Rental Program, the property remained derelict, violating the terms of the loan. Johnson was also previously involved with a nonprofit in the neighborhood that continued to do nothing with blighted properties.

RESULT:

Johnson subsequently got necessary permits and began work on the Deslonde house. But then in July, he suddenly resigned from the City Council and pleaded guilty to federal charges that he misused recovery money sent to a nonprofit called Ninth Ward Housing, which should have cleaned up those blighted properties with the money.

GOVERNMENT & POLITICS

In April, The Lens reported on a curiously cozy employment arrangement between the respective wives of Orleans Parish Sheriff Marlin Gusman and Municipal Court Judge Paul Sens. The close friendship between the Sens and Gusman families extended into their professional roles, as The Lens discovered that Renee Gusman was hired by Sens as a drug counselor, while Ann Sens was hired by Gusman to perform real estate appraisals for the civil

division. The worker wives were hired at around the same time, raising questions about whether this was a no-bid quid pro quo arrangement between friends in high places.

RESULT:

New Orleans Inspector General Ed Quatrevaux issued a report in July that said the twin hires reeked of impropriety, even if they did not rise to the level of criminal activity. Even in the absence of a demonstrable quid pro quo arrangement, Quatrevaux's report noted that "the appearance of impropriety leads citizens to believe that the criminal justice system is corrupt and exemplifies questionable government practices."

CRIMINAL JUSTICE

Departing from its frequently criticized practice of releasing the criminal records of homicide victims, New Orleans police did not quickly disclose Henry Ainsworth's police record in January after the Algiers good Samaritan was killed while trying to stop a carjacking. The Lens' reporting revealed this apparent double standard of police procedure. Ainsworth was white and volunteered with the NOPD; most other homicide victims in the city are black, and regularly had their rap sheets read at the scene of their killings.

RESULT:

Many news outlets in New Orleans, as well as nearly two dozen nationwide, reported on the incident and the **uneven application** of the department's procedures. Under growing community pressure to stop the practice, the police ended the policy of releasing criminal records of victims, instead, compiling a monthly report without individuals' names. Lens co-founder Karen Gadbois won the prestigious Ethics in Journalism Award from the Society of Professional Journalists for her report.

AWARDED:
2012 Ethics in Journalism Award
from the Society of Professional
Journalists

EDUCATION

In March, The Lens reported on extravagant spending by the founder and director of the educational nonprofit Operation REACH, as well as poor financial controls at the agency. The organization had earned acclaim for its work tutoring thousands of New Orleans students – but drastically cut back on its programs because of the financial problems, with groups such as AmeriCorps no longer funding the activities.

RESULT:

Federal auditors determined that Operation REACH hadn't properly accounted for \$900,000, and further action by the federal agency that gave it grants is pending.

Photo by Karen Gadbois

ENVIRONMENT

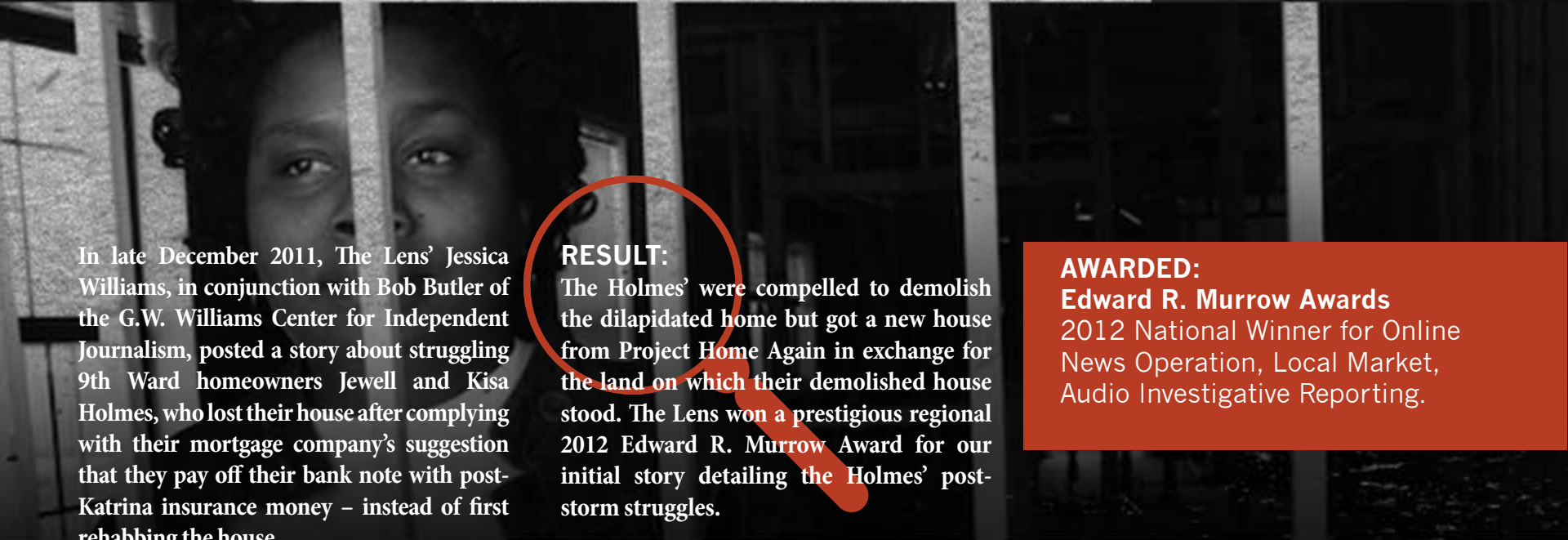


In the aftermath of Hurricane Isaac, The Lens revealed myriad failures in the multi-million-dollar system for measuring the depth of water in the New Orleans storm water outfall canals – the primary source of Katrina-related flooding. Gauges provided erratic readings or none at all during the storm – at a cost of \$5.4 million.

RESULT:

The Army Corps of Engineers promised a full forensic analysis of the outfall canal sensor performance, and pledged to read the instruction manual next time it is installing gauges.

INVESTIGATIONS



In late December 2011, The Lens' Jessica Williams, in conjunction with Bob Butler of the G.W. Williams Center for Independent Journalism, posted a story about struggling 9th Ward homeowners Jewell and Kisa Holmes, who lost their house after complying with their mortgage company's suggestion that they pay off their bank note with post-Katrina insurance money – instead of first rehabbing the house.

RESULT:

The Holmes' were compelled to demolish the dilapidated home but got a new house from Project Home Again in exchange for the land on which their demolished house stood. The Lens won a prestigious regional 2012 Edward R. Murrow Award for our initial story detailing the Holmes' post-storm struggles.

AWARDED:

Edward R. Murrow Awards

2012 National Winner for Online News Operation, Local Market, Audio Investigative Reporting.

OUR PARTNERS & COLLABORATORS



THE
ADVOCATE



New
Orleans
Digital
News
Alliance



American Public Media
Neighborhoods Partnership Network
Next American City
New Orleans Citizens Diplomacy Council
Public Affairs Research Council of Louisiana
Puentes

Rethink
The Institute of Southern Studies
The People Say Project
WTUL
WWOZ

2012 AWARDS

Society of Professional Journalists

2012 National Ethics in Journalism Award

Edward R. Murrow Awards

2012 National Winner for Online News Operation, Local Market,
Audio Investigative Reporting

Outstanding Citizen Diplomat 2012

New Orleans Citizen Diplomacy Council

2012 Excellence in Journalism Awards

Sponsored by the Press Club of New Orleans

Best Local News Website

Best Investigative Story in Print

Best News Affiliated Blog

INDIVIDUAL SUPPORT

Special thanks to the following individuals and organizations for their generous support of The Lens.

GIFTS \$10,000 +

Laitram LLC, Mary Zervigon *

GIFTS \$5,000 – \$9,999

Amy Jean Boebel *, Michael Sartisky, Ph.D. * +

GIFTS \$2,500 – \$4,999

Larry Blake *, Calvin Johnson * +, Bob Redmond *, Linda Usdin & Steven Binger *, Swelltone Labs *

GIFTS \$1,000 – \$2,499

Keith Hardie *, Betty Buckley Cochran & Stephen Cochran, Jay Lapeyre *, Diana Lewis *, Bev & Ray Nichols *, SEIU Local 21 LA*, Stephanie Stokes & Dan Shea *, David Simon & Laura Lippman *

GIFTS \$500 – \$999

Eli Ackerman *, Roger Biles *, Louann Dorrough *, Sonya Forte Duhe *+, Frederick “Jed” Horne + #, David Marcello & Jane Johnson *, Sandra Stimpson, Maura Sylvester

GIFTS \$250 – \$499

Millie Ball & Keith Marshall, Steve Beatty * #, Bess Carrick, Lynn Chao, Gary Clements, Laurance Eustis *, David Munroe *, Paul Lambert, J. Celeste Lay, Robin Marshall, Samuel Spencer *, Peter Stillman *, Harley Winer & Esther B. DeJong *

GIFTS \$100 – \$249

Merle Albers, Florence Andre *, Dorothy Ball, Robin Barnes, Richard Baudouin, Lynn Bettis, Ellen Blue *, William Borah *, Thomas Braly, Georgia Bryant, Martha Brewer, Cheron Brylski, the Burka Family, Elizabeth Burns, Michael Chabon & Ayelet Waldman, Nathan Chapman, Bette Cole *, Susannah Coolidge, Deborah Cotton, Ron Cropper, James Cullen, Jacquelyn Dadakis, Jack Davis, Barbara Forrest, Fresh Money Studio, Melissa Gibbs *, Guy & Salomé Gonzalez, Roberta Gratz *, Michael Gray, Angie Green, John W. Groome, Abram Handler, Jenel Hazlett *, Jeannette Hardy, Barbara Hill, Paula Hoffman *, Karl Holzmuller *, Betsy Kaston, Chris & Deanna Kieffer, William Kirby, Moshe Kornfeld, Mari Kornhauser, Karen Longon *, Loudpoet Productions, Patricia Loughran, Edward McGinnis, Virginia

Miller *, Tommy Milliner *, Cynthia Morse *, John Morton *, Karen Ocker, Offbeat Publications, Holley Pavy, William Quigley, Tim Ruppert *, Carl Seifert, Jonathan Tate *, Jean Tatge & Phil Collis *, Rebecca Theim, Ma Thomas, Maria Redmann Treffinger, Wayne Troyer, Keith Twitchell *, The Steven W. Usdin Family, The Thomas M. Usdin Family, Delores Walker *, Lori Waselchuk, Holly Wiseman, Robert Wisnewski, Sally Zebrick, Jennifer & Lee Zurik * +

GIFTS \$50 – \$99

Sandra Barbier, Florence Brown *, Vivian & Richard Cahn *, Nathan Cataline, Ariella Cohen +, Keith Crawford *, Matt Davis, Christopher Dendy, Marlane Drake *, David Eber, Lolis E. Elie, Josephine Everly *, Abigail Feldman, Victor Franckiewicz, Karen Gadbois * #, Sharon Gancarz-Davies, Tim Garrett, Zeph Hardy, Jordan Hirsch, Janet & Scott Howard, Tessa Jackson, Carole B. Jarrell *, Meg Lousteau *, Valerie Marshall, Virginia Miller, Kathryn Montgomery, Andreanecia Morris, Alexandra Norton, Steven Ostertag +, Leslie & Hunter Pierson, Lawrence N. Powell, Molly Reid, Joann Ricci, Robert & Karen Ritchie *, Brianne Rome *, Margaret Ross-Martin, Cade Roux, Marjory Russakoff *, Annette Sisco, Thomas Snedeker *, Scott Sternberg, Denice Warren Ross, Jane Wholey, Kathryn Wohl, Veronica Young

GIFTS \$35 – \$49

Geraldine & Johnny Addison, James Amdal, David C. Billings, Andrew Brott, Jewel Bush, Elizabeth Charron, Leigh Checkman, Susan Clements, Arlene Cohen, Michele Collins, Stephen Danley, Joseph DeFraités, Louis Freeman, Margery Freeman, Peter Gardner, Sean Gerowin, Rose Gilbert, Julie Graybill, Michael Hahn, Ingrid Hearn-Alexander *, Kerrie Holley, David Holt, Eric Jensen, Pamela Jewson & Pete Swenson, Barbara Johnson, Michael King, Thomas Klekamp *, Austin Lavin *, Joshua Lichtman, Sharon Litwin, Erin McQuade, Daniel Maiuri, Ann Meese, Anne Mueller * #, Nels Nehen, OCH Art Market, Edwin C. Rabon, J. Cathy Rogers, Ph.D., Linda Santi, Matthew Segraves, Peter Seltzer, Martha Sharp, Lee Stafford *, Reuben Blaine Teague, Harry S. Tervalon, Jr., Janie Tijerina, Constantine von Hoffman, Lisa Williams, Darlene Wolnik, Jonathan Wool

INDIVIDUAL SUPPORT

Special thanks to the following individuals and organizations for their generous support of The Lens.

GIFTS UNDER \$35

Elizabeth Blankenship, Sarah Bolton, Robert & Mary Burch, June Butler, Debra Calmes, Barbara W. Carlton, Merrill Collett, Bonnie Dwyer, Rebecca Houtman, Stefan Kamph, Kerry Maloney, Nathan Martin, Charles Maldonado *, John T. O'Connor, Ryan Pepper, Elizabeth Jane Rolling, Stephen Wade Rathke, Katherine Senter, Alexandra Simmons, William Sothorn, Zoe Sullivan, Superior Alarm, Paul Waldman, Jessica Williams #

* Indicates multiple gifts have been given by the donor.

+ Lens board member (current or former)

Lens staff member

TRIBUTE GIFTS

Merle Albers

In memory of Mrs. Merle S. Marshall.

Florence Andre

In honor of Linda Usdin and Anne Mueller.

Millie Ball & Keith Marshall

Thank to Steve and the gang.

Amy Jean Boebel

In honor of Jean B. Boebel who believed in the power of clean government practices.

The Burka Family, The Steven W. Usdin Family, The Thomas M. Usdin Family

In honor of Linda Usdin's birthday.

Jewel Bush

In honor of my fellow journos who take the craft seriously and remember life before blogs.

Lynn Chao

In memory of Robert C. Meder, Jr.

Nathan Chapman

In honor of Nathan Bolton and Bill Chapman, former newspaper publishers.

Ariella Cohen

In honor of Portia Rotkin, my grandmother who always taught me to ask questions and pay attention.

Arlene Cohen

In honor of Ariella Cohen.

Keith Crawford

In honor of John McDonough, 1779-1850.

Barbara Forrest

In honor of independent, truthful reporting.

Karen Gadbois

In honor of Aida Schooler.

Roberta Gratz

In honor of Karen Gadbois.

Michael Gray

In honor of ace journalist Steve Beatty.

Ingrid Hearn-Alexander

In honor of Louis, Verna Mae & Kerry Hearn. In memory of Kerry Hearn.

Paula Hoffman

- *In honor of New Orleans, city of my birth, and in pride of its and your indomitable spirit! Good luck!!*
- *In honor of Monica Edelstein & Kenneth Hoffman.*

Tessa Jackson

In honor of those who have lost their lives speaking the truth to power. Thank you Lens staff for being the "truth tellers" of the Gulf Coast!

Eric Jensen

In honor of the incredible reporting of Matt Davis!

William Kirby

In honor of Ashley Morris.

Meg Lousteau

In honor of Karen Gadbois.

Margaret Ross-Martin

In honor of Mary Ellen Ross.

Marjory Russakoff

In honor of Elaine Lauriat, Wesleyan Class of '09

Linda Santi

In honor of the tradition of daily news in this myopic and great newspaper city.

SEIU

In honor of SEIU Local 21 LA.

Holly Wiseman

In honor of Karen Gadbois for her Ethics in Journalism Award.

FOUNDATION SUPPORT



VICTOR
FOUNDATION



*The
Ella West Freeman
Foundation*

**THE HARNISCH
FOUNDATION**

*The
Rosa Mary
Foundation*

**THE
ZEMURRAY
FOUNDATION**

Keller Family Foundation



**THE ZEITOUN
FOUNDATION**

IMPACT

We here at the Investigative News Network are committed to fostering nonprofit organizations that serve their communities with independent, in-depth investigative and public service journalism. Given the recent pullback of the commercial media in the New Orleans market, there is no better example of how a vibrant nonprofit news organization can step-up to help fill the specific information needs of its community than The Lens.

KEVIN DAVIS, CEO, Investigative News Network

MENTIONS IN PUBLICATIONS

DENVER POST
FACING SOUTH
HARPERS INDEX
INFORMED SOURCES
INVESTIGATIVE NEWS NETWORK
NEWSWEEK
NEXT AMERICAN CITY
NOLA.COM | THE TIMES-PICAYUNE
PARTNERSHIP NETWORK
PROPUBLICA
ST. PAUL PIONEER PRESS
THE ADVOCATE
THE ATLANTIC
THE CENTER FOR PUBLIC INTEGRITY
THE DAILY BEAST
THE GAMBIT
THE INDEPENDENT WEEKLY
THE LOUISIANA WEEKLY
THE ROOT
THE TRUMPET
WTUL-FM
WVUE-TV
WWNO-FM
WWOZ
YOUTH TODAY

New Orleans is a big league City with big league issues, events, and challenges facing it seven days a week. Plus a whole bunch of people with really ... unique ... stories to tell.

The Lens staff are consistently ready to do the hard work to adequately cover a time-sensitive story while also developing the necessary expertise to give valuable context.

I'm a daily newspaper reader who's sad and angry about recent changes in local news transmission. But the way The Lens is going about its business gives me hope about journalism's future. It's nimble, it's thoughtful, and it deserves to be around for the next 175 years.

LINDA SANTI, frequent reader and supporter

WHAT PEOPLE ARE SAYING

Eli Ackerman @eliackerman

PROUD MEMBER! RT@THELENSNOLA FIRST BROKE THE STORY THAT EXPOSED THE BLIGHTED PROPERTIES OWNED BY JOHNSON'S NONPROFIT [is.gd/BtG6CN](https://www.gd/BtG6CN)

Edtilla the Pun @edtilla

@TheLensNola Hehehe
I really appreciate y'all
puddin up wit' me '·)
Forgot to add, y'all are big
reason I got daily delivery
@GetThe Advocate

ChateauDuLacNO @chateauDuLacNO

RT @HUMIDBEINGS:
RT @THELENSNOLA
THE STATE OF
MARCHING BANDS
IN NEW ORLEANS
PUBLIC SCHOOLS.

bit.ly/S5yHBu #nola #music

Cheryl Gerber

I envision a thicker gambit,
a stronger Lens and a
beefed Up citybusiness,
all of which will utilize the
talents of the fallen and
suck the life's blood out of
advance. and i predict that
tv and radio will absorb
what's left.

Yomi Akinyemi

Kudos on the
new website. It
looks really good
and definitively
more pleasing
to the eye. Nice
font also.

Knight Foundation @knightfdn

@TheLensNola report triggers
city investigation into
#neworleans nonprofit
<http://bit.ly/jXv4Gr> #infoneeds

Dear Jessica,

I just have to spend two
minutes to write you and
tell you your article on the
Lens website RE: Money,
control and perception
really gave me a ton of
answers to questions I
have had regarding our
schools. Thank you for a
fine piece of informative
journalism. I will be sure
to keep my eye out for
more of your work.

Lurana Hahn aka Ibanana

Kelsey Foster

“LOVE THE NEW SITE!”

WHAT PEOPLE ARE SAYING

Laura Browning Crochet

Your work over the last 18+ months on Councilman Johnson and the purported theft of FEMA dollars from the Ninth Ward Community Housing Development nonprofit is what great investigative journalism was, is and will always be about. Good job. Thanks.

Jen L. @blathering

Great local reporting
– school music
programs, marching
bands, staging post-
Katrina comeback
@TheLensNola is.gd/
q9kqMj

Nannie Bernard @nanniebernard5

amazing show @
TheLensNola the
other day I'm
shocked it's @
CapriGa212 free

Edtilla the Pun @Edtilla

@TheLensNola Done!
Thanks from one happy old
news hound ‘-) I love the
way you’ve grown, kept the
focus and kept the faith on
New Orleans

Meg Lousteau

HUGE props to The
Lens for breaking
the early stories
about (former?)
Councilman Jon
Johnson’s blighted
property misdeeds
in New Orleans
East! Y’all were way
ahead on this story.

Richard A. Webster @RichardAWebster

@TheLensNola has
done amazing work
on this topic from
the very beginning
and everyone should
check out their
comprehensive
coverage.

2012: BY THE NUMBERS

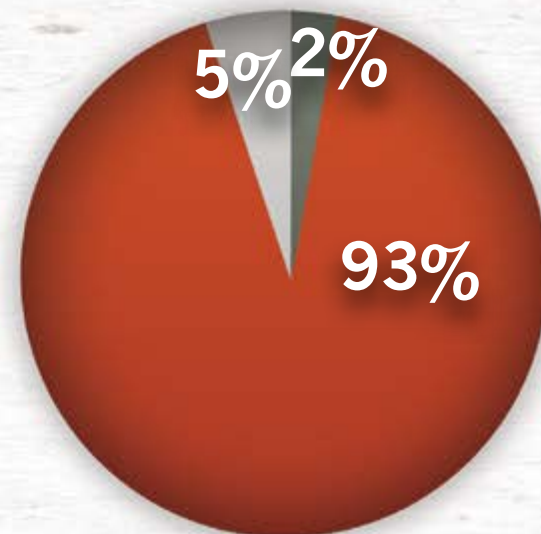
FOLLOWERS

 5,275  2,439

FOUNDATION

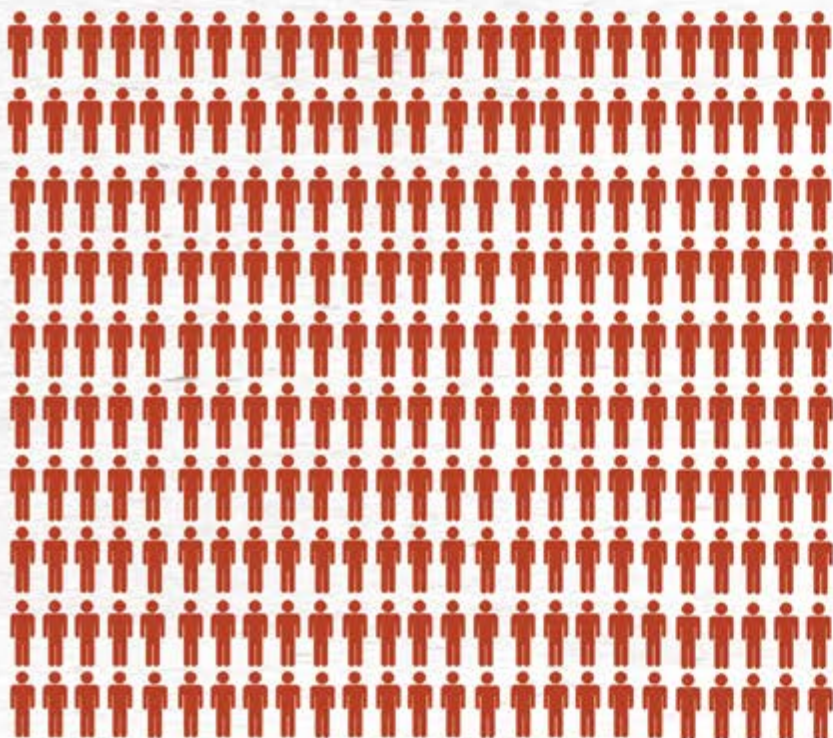
INDIVIDUAL

PARTNERSHIP



250+

LENS MEMBERS



(2011: )

10

STAFFERS WORKING
AT THE LENS



20

CHARTER
SCHOOL
REPORTING
CORPS
REPORTERS



150+

GIFTS

MADE TO THE LENS
(INDIVIDUAL
& FOUNDATION)

972

COMMUNITY-BASED
ARTICLES PRODUCED

SINCE 2009: 2,972

147,334

PEOPLE VISITED THE LENS WEBSITE

THE LENS
FOCUSED ON NEW ORLEANS AND THE GULF COAST

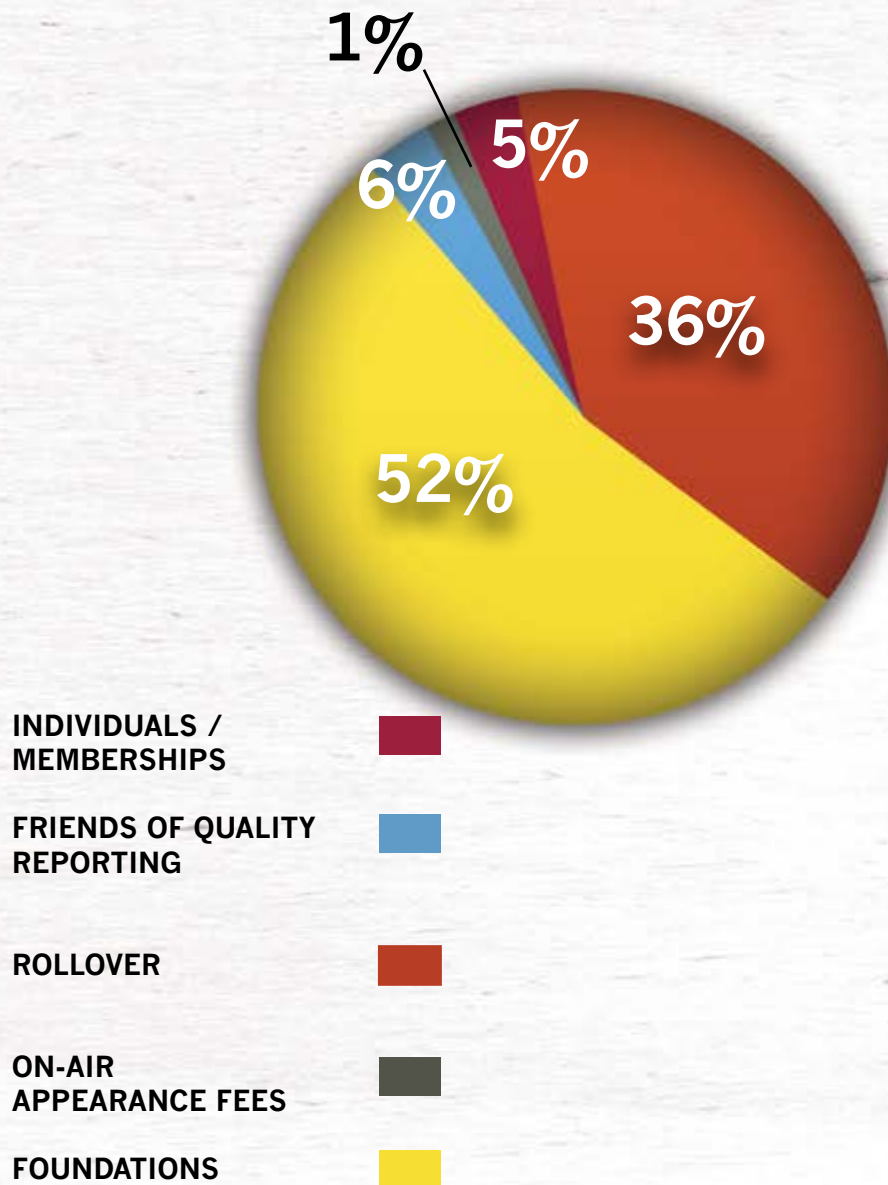
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50+

REPUBLISHED OR ADAPTED PIECES
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2013: LOOKING FORWARD



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EVENTS

Off the record gathering with founder	
Breakfast with a special guest	
Coffee with editors	
Coffee with reporters	
Tour of the newsroom	
State of the newsroom	
Birthday party	
Offline with The Lens	
Salons	

PUBLICATIONS

Annual report	
Editor's quarterly newsletter	
Weekly newsletter	
Daily round up	

RECOGNITION

Website	
Events	
Annual report	

GIFTS

Autographed book	
Mug	
Tote bag	
Decal	



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