



# Funds Distribution Report

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**Recipient Organization:**  
**The Daily Herald**

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<https://www.heraldnet.com>

**Organization's General Goals:**

We believe local journalism makes our communities better places to live.  
We are your watchdog, and we also call attention to the good in our world.  
We hope you are able to live a better life because of the independent, local journalism we provide.

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<b>Date of Award:</b>	<b>Level:</b>
2023 Q3	\$2,501 to \$5,000

For more information, please read the attached report from The Daily Herald.

8802 27th Ave NE  
Tulalip, WA 98271  
**TulalipCares.org**

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**Q3 2023 14.2**

*This report outlines the impact of the Tulalip Tribes Charitable Contributions' gift of ████████ in the third quarter of 2023 to The Daily Herald for support of Environmental and Climate Change Reporting and Investigative Journalism..*

**Report date:** May 21, 2024

**Report from:** The Daily Herald, 1800 41st Street, S-300, Everett, WA 98203

**URL:** <https://www.heraldnet.com/>

**Name and title of individual submitting impact report:** Brenda Mann Harrison, Journalism Development Director. Email [brenda.harrison@heraldnet.com](mailto:brenda.harrison@heraldnet.com) or call 425-339-3452. Beginning June 1, 2024, contact Herald Publisher Rudi Alcott. Email [rudi.alcott@soundpublishing.com](mailto:rudi.alcott@soundpublishing.com) or call 253-336-5356

## **Reach of The Daily Herald**

The Daily Herald's reporting covers Snohomish County's 18 cities and 840,000 residents. We reach more than 100,000 digital and print readers every day. That's about 3 million readers per month, or one out of three households in Snohomish County.

The Herald's local journalism appears in printed and e-editions of the newspaper. Herald stories are also available online at Heraldnet.com and via the Herald app. And they are promoted in partner publications and on social media via Facebook, LinkedIn, Instagram and X (formerly known as Twitter).

## **Environmental stories: Q3 2023 – Q1 2024**

The Environmental and Climate Change Reporting fund was launched in 2020 with the goal to pay for the costs of a full-time environmental reporter. Donations and grants to this community-supported journalism fund from individuals, businesses, organizations and funders (such as the Tulalip Tribes Charitable Fund) made it possible for the Herald to hire a full-time environmental reporter, Ta'Leah Van Sistine, on August 7, 2023.

Since coming on board, our environmental reporter has averaged about one story per week. In addition, she started a regular feature, called Trash Talk, and a monthly newsletter highlighting recent climate-change and environmental stories and why

they are important. Several donations to the Environmental and Climate Change Reporting Fund over the past six months include a public message of thanks for Ta'Leah's work.

### **Reporting**

- Q3 2023: 17 stories published
- Q4 2023: 26 stories published
- Q1 2024:
  - 28 stories published
  - 3 Field Notes newsletters sent to subscribers and readers

### **Impact**

Below are a few samples of community feedback generated by the Herald's environmental reporting made possible by the journalism fund.

<https://www.heraldnet.com/news/crowds-of-swifties-gather-in-monroe-but-few-vauxs-swifts-show-up/>: "Thanks for the really nice article you wrote about Swifts Night Out! In case you haven't heard, we've had thousands of swifts use the chimney since that night, including more than 1,000 the last few nights!" - Brian Z.

<https://www.heraldnet.com/news/crashed-tourism-helicopter-in-copper-lake-could-stay-there-until-2024/>: "Another excellent article about environmental issues Ta'Leah. Possible contamination of drinking water is an important issue." -Marjie F.

<https://www.heraldnet.com/news/crashed-tourism-helicopter-removed-from-copper-lake-after-two-months/>: "Thanks for a great series on the helicopter crash in Copper Lake. Amazing how many entities had some jurisdiction in that area. So glad they retrieved the helicopter. Keep up the great work!" -Nancy J.

<https://www.heraldnet.com/news/trash-talk-a-new-column-on-waste-recycling-in-snohomish-county/>: "I really love that you're covering waste, recycling in particular. I can't tell you how many times I have seen flat out garbage in recycling containers. I hope you do more articles like this, such as Top 5 things that can be recycled always. Or 10 things you thought were recyclables. Or what each number in the chasing arrows means. Thank you for choosing this topic. It's not glamorous but people need to know."  
- Gabriella G.

<https://www.heraldnet.com/news/farmland-salmon-habitat-find-delicate-balance-in-county-program/>: "I must gush about your article today! The floodplain story today was amazing." -Julie K.

**Newsletter:** In early January 2024, the Herald's environmental reporter introduced Field Notes, a new newsletter focused on environmental reporting. The first

newsletter gave an overview of the climate-focused journalism done in 2023. Check it out [here](#).

**A school and the next-door mine:** A story by Ta'Leah about Fairmount Elementary school staff reporting dust and frequent industrial noises coming from the next-door Mountain Loop Mine brought attention to the county that the company did not have a proper permit. As a result, a series of actions and counter actions was started that, hopefully, will end with an improved outcome for the community.

Ta'Leah's coverage of the Everett mining yard was promoted on social media and, as a result, reached over 12,000 Facebook accounts, bringing the issue to the attention of Herald readers and nonreaders.

When the [mining company was ordered to stop work](#), reader [Joe Beavers of Gold Bar wrote a letter to the editor](#) saying, "Did an appeal to the corporation stop the problem? No. Did social media postings stop the problem? No. Did responsive local and state agencies stop the problem? No. Did a series of articles in The Herald stop the problem. Yes."

Ta'Leah's most shared article (69 shares) on Facebook was [an installment in her Trash Talk column](#) in which she informed readers about the Snohomish County Public Works recycling and waste facilities which take untraditional items. This article also had the most link clicks (924) and greatest reach (26,939 accounts).

One of Ta'Leah's articles was promoted with a short-form video on Facebook, Instagram, Twitter, Threads and TikTok. The [video](#) pulled audio, written quotes, and images from an [article which documented an oral history of the Oso mudslide](#), a story which both Ta'Leah and Herald writer Sydney Jackson contributed to. Gathering data from Facebook, Instagram and TikTok, this video was played over 5,000 times.

## Images



**Caption:** A red-tailed hawk perches at the top of a tree at a Sofie Road property purchased by the county for Skykomish River floodplain restoration on Thursday, Nov. 16, 2023, in Monroe, Washington. (Ryan Berry / The Herald)

**This image first appeared in this story:** Farmland, salmon habitat find delicate balance in county program

**URL:** <https://www.heraldnet.com/news/farmland-salmon-habitat-find-delicate-balance-in-county-program/>



**Caption:** Fish biologist Kyle Legare measures a salmon on a PUD smolt trap near Sportsman Park in Sultan, Washington on May 6, 2024. (Annie Barker / The Herald)

**This image first appeared in this story:** Low Chinook runs endanger prime fishing rivers in Snohomish County

**URL:** <https://www.heraldnet.com/news/low-chinook-runs-endanger-prime-fishing-rivers-in-snohomish-county/>

**Get more photos and stories at:** <https://www.heraldnet.com/tag/environment/>

## Investigative stories: Q3 2023 – Q1 2024

At the end of the second quarter of 2023, the Herald’s investigative reporter accepted a new role as a Herald editor. The Herald posted the investigative reporting position and has been searching in earnest for the right candidate for this role. The full-time position, which the Investigative Fund supports, continues to be vacant. Investigative reporting at the Herald, however, continues by general staff members as resources and time allows.

A video about our investigative journalism was among the Herald’s top five Instagram posts that were shared most often in 2023. In the Instagram video clip, Herald reporter and editor Jake Goldstein-Street discusses the case of Christian Sayre, the former Everett bar owner charged with over 20 counts of sex crimes.



The full video premiered October 24, 2023, at Behind the News Stories, the Herald’s annual celebration of local news. It shared what reporters and editors consider when making decisions about what investigations to cover and how they approach their work.

You can [watch the full video here](#).