



The *Sierra* Investigative Journalism Project

“One of my must-read magazines.”

—Bill Moyers

“Exemplary investigative reporting.”

—Rhonda Schwartz,
senior producer,
ABC *Primetime*

“Sets an example of how and why journalism can improve our world. Consider me a member for life.”

—*Sierra* reader



Journalism for a Better World

The *Sierra* Investigative Journalism Project is an outgrowth of the work of *Sierra*, the award-winning magazine of the Sierra Club. Every other month, *Sierra* informs the Club's members about the most important environmental issues of the day and encourages them to take responsibility for protecting their air, water, wildlife, and parks. While most magazines are in the business of packaging information for passive consumption, *Sierra* gives readers the tools to build a better world. We'd like to do even more. Project funds will enable the magazine to conduct and promote its own hard-hitting investigations. The result will be groundbreaking articles that have the power to spark coverage in other media, reach millions, and change the course of events.

Sierra's Reach

The magazine has proven it can produce such results. In the May/June 2004 issue, a *Sierra* investigation revealed that a Denver-based mining company was making payments to Al Qaeda-linked terrorists in the Philippines. The article, "The Cost of Doing Business," was picked up first by ABC's *World News Tonight* and its news magazine *Primetime*, and then by the Associated

Press and Reuters news agencies, spreading to newspaper, radio, Web, and TV outlets around the globe. The story prompted the U.S. Department of Justice to reopen its investigation of the mining company and triggered congressional research on corporate support of terrorism abroad. The ABC version was nominated for an Emmy Award. It all added up to resounding proof that *Sierra* can go beyond its own readership of 1.4 million to a much broader national and international audience.

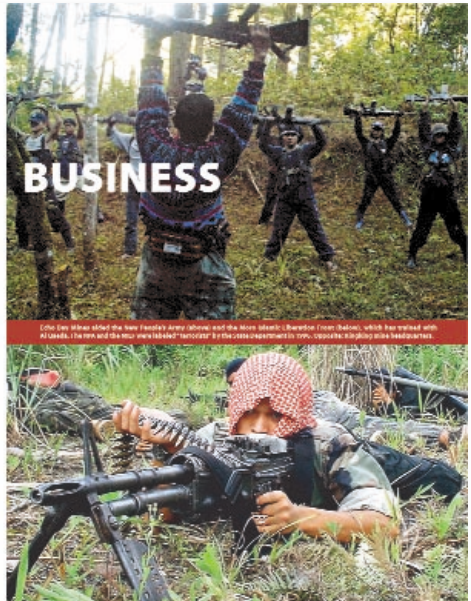
A Valuable Contribution

These days not many other media outlets are running in-depth stories on environmental issues. Punditry and he-said-she-said reporting dominate the news. It's understandable—digging deeply enough to produce an effective investigative story takes a strong interest in a topic, plus lots of time, experience, and money. Most big media conglomerates, which increasingly see news as entertainment, just aren't interested.

Sierra magazine, on the other hand, sees environmental news as essential to a well-functioning civil society. Since the time of John Muir and Teddy Roosevelt, the Sierra Club has been educating the public about the need to protect our air, water, and



Explore, enjoy and protect the planet



including the American Society of Magazine Editors, *Folio* magazine, and the Western Publications Association. It has won four of the WPA's best-in-category "Maggie" awards for coverage of political and social issues and three Maggies for outstanding public-service articles.

Upcoming Stories

The list of stories we'd like to publish is ever-expanding. Currently at the top are tales set in Alabama, California, New Jersey, New Mexico, West Virginia, the American Midwest, Pakistan, and even your kitchen. These stories will shine a bright light on issues such as campaign finance, corporate lobbying, unsafe consumer products,

land. Steeped in this tradition and well-connected with environmental experts all over the country, *Sierra's* journalists can do more than skim the surface of environmental topics. Their knowledge, experience, and contacts enable them to cut through spin and write with clarity and insight. Once their work is done, the Club's media team helps promote the story to the broadest possible audience.

The Sierra Investigative Journalism Project

The *Sierra* Investigative Journalism Project is dedicated to producing magazine articles of the highest quality that have the power to reach millions and effect real environmental change.

We accomplish this goal by actively seeking out, researching, and publishing hard-hitting stories that

- provide the definitive account or offer new information about an important environmental problem;
- bring to light previously hidden information about the misdeeds of public officials or corporations that are hurting people today or compromising our environmental future;
- are likely to capture mainstream media attention and reach a broad audience; and
- have the potential to spur significant changes in national or local public policy.

Awards

Over the past two decades, *Sierra* has received 23 awards and more than 90 award nominations from magazine professionals,

pesticides, energy, nuclear power, farm workers, factory workers, air and water pollution, corporate accountability, the "polluter pays" principle, federal enforcement of environmental laws, homeland security, and the war on terrorism.

Your Support Can Make a Difference

With the help of concerned citizens like you, the Sierra Club is working to protect the environment and to preserve natural resources for future generations. Researching, writing, editing, fact-checking, and making "The Cost of Doing Business" legally bulletproof, as well as building a special Web site and publicizing the story, was several times more labor-intensive and costly than the average *Sierra* article. We can't regularly produce such articles without your support.

Budget

Three-year budget for three investigative articles per year:

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| Program Expenses | \$897,150 |
| Overhead | 53,829 |
| Total | \$950,979 |

Thank You for Your Help
 The Sierra Club Foundation sponsors the Sierra Club's tax-deductible programs. (It does not support lobbying activities.) If you would like to make a tax-deductible contribution, please send a check, made payable to The Sierra Club Foundation, to 85 Second Street, Suite 750, San Francisco, CA 94105. Please indicate that your donation is for the *Sierra* Investigative Journalism Project.



85 SECOND STREET, SECOND FLOOR • SAN FRANCISCO, CA 94105 • WWW.SIERRACLUB.ORG

For more information about the Sierra Club or our *Sierra* Investigative Journalism Project, please contact Rochelle McReynolds, Chief Advancement Officer, at (415) 977-5655.