



SAN ANTONIO  
**Report**  
NONPROFIT JOURNALISM FOR AN INFORMED COMMUNITY

# ANNUAL REPORT 2022

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## ABOUT THE SAN ANTONIO REPORT

The San Antonio Report began as the Rivard Report in 2012 and has grown into a thriving all-digital nonprofit news publication with a staff of dedicated journalists and nonprofit professionals. We've been serving the San Antonio area with **high-quality, nonpartisan journalism every day for 11 years**. Our work, which includes daily news reports, in-depth coverage into all facets of life in San Antonio and a year-round calendar of civic engagement events, is local and free for anyone to read and share.

As a reader-supported nonprofit newsroom we are able to publish without fear or favor and without any obligation to outside owners or interests. **We commit to earning the time and trust of our community** by providing useful and informative news, insights and perspectives, you won't find anywhere else, always aiming to spur interest and action in San Antonio communities.





## A MESSAGE FROM OUR BOARD CHAIR

### Dear Readers,

On behalf of our esteemed Board of Directors and Staff, we present the 2022 Annual Report of the San Antonio Report, marking another remarkable chapter in our organization's journey, thanks to your support.

I am thrilled to share that we have expanded our board with the addition of two exceptional individuals, Janie Barrerra and Michelle Lugalía-Hollon. Their expertise and dedication will undoubtedly enrich our organization's mission and impact.

It is with great pleasure also to announce that we unanimously appointed Cara Nichols as the vice chair of the Board of Directors. She succeeds Wayne Alexander in this crucial role. I would like to express my personal gratitude to Wayne for his unwavering support as "my co-pilot" over the past two years. I eagerly anticipate collaborating closely with Cara in the future.

Finally, I want to thank Laura Saldivar-Luna, who chairs our Nomination and Governance Committee, for her steadfast leadership and commitment in recommending dynamic and diverse community leaders to our board.

Not a day goes by when my fellow board members and I are not thinking about the San Antonio Report's extraordinary staff and their excellent achievements. They produce unparalleled high quality content and rich stories that reflect the growing, diverse dynamic city that we live in today, and we could not be more proud to support them in telling the stories of San Antonio.

Over a decade ago, our friends and neighbors, Bob Rivard and Monika Maeckle, co-founded the San Antonio Report, and it is exciting to watch it grow and thrive. It does so in part because we stay true to our mission to "inform, connect, and engage the people of San Antonio" as a trusted resource.

We invite you to delve into this report on "the Report" and discover the remarkable achievements and milestones we have accomplished together over this past year.

Thank you for your support and being an integral part of our journey.

With much appreciation,

**A.J. Rodriguez**  
Chair of the Board



*I LOVE the San Antonio Report! It's my primary source for local news, and It's the first thing I read when I wake up each morning.*

Rhonda P.



## A MESSAGE FROM LEADERSHIP

### Dear Readers,

To say the San Antonio Report team has been busy this past year would be an understatement. We have been steadily making progress on strategic goals to serve this community better than we ever have before, at the same time that we have been producing top-tier daily local reporting and perspectives you won't find anywhere else.



In fact, we spend so much time \*doing\* that we don't always take the time to reflect on all the things that we have already accomplished. So as we started preparing for this annual reporting, as your publisher and editor in chief, we were encouraged to look back on the work this team accomplished in 2022.

This year, the San Antonio Report staff:

- Produced more than **1,800 news stories** and web pages to inform our community.
- Reached nearly **3 million unique visitors** with our coverage of Bexar County news.
- Provided our community with a midterm election Voter Guide with a full list of local and statewide races and candidate profiles.
- Hosted a debate between the Bexar County judge candidates during our CityFest event in October and a district attorney debate in September, as civic engagement events that bolstered our ongoing in-depth newsroom election coverage.
- Held a 10th anniversary gala, a celebration of everything our founders, our staff and this community — through business and individual memberships — have accomplished in a decade of covering San Antonio local news.
- Conducted a three-month community listening tour in areas of our community where we currently have low or unrepresentative readership, to better understand the information needs of our neighborhoods and the systemic barriers that lead to information equity.

We could go on — and on. From the days when this organization began as a husband-and-wife blog, through every stage of its growth, the San Antonio Report has always “punched above its weight,” as our most engaged readers often tell us.

The reason we are able to do this is that we know our “why.” Everything that we do is to better inform, engage and serve our community. For our journalists and nonprofit professionals, our coverage area is also our home. In the years to come you are going to hear about nonprofit newsrooms springing up in cities across the nation with all sorts of capital support behind them, because industry-wide, people are realizing that this business model IS the future of journalism. And in a community like San Antonio, where our audience has been served by 11 years of our newsroom's coverage, you know better than anyone what a difference that makes.

Our communities need thriving local news. Thank you for recognizing that need and partnering with us on that vision. We couldn't do any of this without you.

**Leigh Munsil**  
Editor in Chief

**Angie Mock**  
Publisher and CEO





## A YEAR IN REVIEW

The Texas Managing Editors recognized the San Antonio Report at their 2023 conference and awards in Galveston. For our staff size category, 2A, we took home two victories — in general column writing (newcomer **Melissa Fletcher Stoelje**) and best sports feature by **Ken Rodriguez**.

We also had some second- and third-place finishes, including breaking news reporter **Raquel Torres** bringing home second-place honors in the highly competitive Star Reporter of the Year category, and **Nick Wagner**'s third-place honor for his wonderful video project about Sam Houston's marching band. Our newsroom was also honored with second place in the "Community Service" category for our 2022 midterm election guide, which went all the way down the ballot to include the judicial candidates for the 4th Court of Appeals, the district courts and the county courts at law — and our "Where I Live" map took home third in Star Online Package of the Year.



Read the pieces that nabbed the honors:

1st Place - 2A - General Column Writing - **Melissa Fletcher Stoelje**

- **Our politics are tearing us apart. What will bring San Antonio families back together?**
- **An open letter to Clayton Perry, from a recovering drunk**
- **Remembering the impact of legal abortion — with no regrets**

1st Place - 2A - Sports Feature - **Ken Rodriguez**

- **Secret philanthropist: Coach Popovich's gruff persona belies his generosity**

*I crave professional coverage of important local topics not covered elsewhere, and enjoy the local interest pieces covering our diverse and amazing community*

Rebecca S.

*The San Antonio Report digs deep for the truth to keep the citizens of San Antonio informed in a timely manner. My donation to the San Antonio Report is money well spent!*

Gretchen M.



## A YEAR IN REVIEW

2nd Place - 2A - Star Reporter of the Year - **Raquel Torres**

- **27-year-old migrant says he was paid to help fill Martha's Vineyard flight**
- **Five people die after being rescued from truck, raising death toll to 53 in smuggling case**
- **3-day stay policy pushes some migrants from San Antonio's resource center to the street**
- **Migrants who landed at Martha's Vineyard felt embarrassed, confused**

2nd Place - 2A - Community Service - **Wendy Lane Cook, Leigh Munsil, Andrea Drusch, Tracy IdellHamilton and Sandra Santos**

- **The San Antonio Report's 2022 Voter Guide**

3rd Place - 2A - Video - **Nick Wagner**

- **Down to four students, Sam Houston High's marching band rebuilds to 'wow' again**

3rd Place - 2A - Star Online Package of the Year - **Leigh Munsil and Blanca Méndez**

- **The "Where I Live" map**





## READER'S CHOICE - TOP STORIES FROM 2022

### SAPD fires its rookie officer who shot, injured 17-year-old



The termination of probationary San Antonio Police Department Officer James Brennand, who was accused of shooting a teenager at a McDonald's parking lot, was the Report's top story of the year. The incident, which SAPD chief called "entirely against policy and training that we receive," was met with widespread outrage after receiving worldwide attention from the media.

### Affidavit: Councilman Perry had 14 drinks in 4 hours before hit-and-run collision



Reporter Raquel Torres' story on the latest development in San Antonio City Councilman Clayton Perry's involvement in an alleged hit-and-run crash was only on the site for less than two days before it rocketed to the third most-read story of the year. Reader interest on Perry's troubles has been high since the story broke in early November.

### Secret philanthropist: Coach Popovich's gruff persona belies his generosity



Gregg Popovich is a famously private person. So, when Ken Rodriguez's commentary on the San Antonio Spurs head coach lifted the veil on Popovich's generous side, readers were eager to learn more, making this the second most-read story on our site.

### Why has this summer been so dang hot? State climatologist explains summer heat wave



Reporter Lindsey Carnett helped answer what was on the minds of most people who endured the San Antonio area's brutal heat wave in 2022. The fourth most-read story included the state climatologist's three reasons why the heat wave hit Central Texas so hard.





## READER'S CHOICE - TOP STORIES FROM 2022

### Texas moves to take back Broadway and stop city's redevelopment project



The Texas Department of Transportation's move to retain control of a portion of Broadway, after handing it to the City of San Antonio in 2015, stunned officials and halted plans for a redevelopment project. Columnist and San Antonio Report co-founder Robert Rivard donned his reporter's hat to deliver the fifth most-read story on the site.

### Taxes too high? Here's how to protest your property appraisal



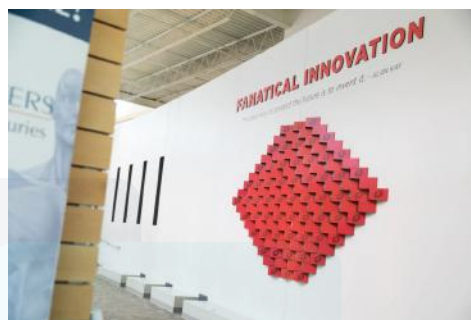
Rising property tax bills have been a big concern for Bexar County homeowners, so reporter Shari Biediger's story explaining how to protest property appraisals was of high interest to our readers. It came in as the year's ninth most-read.

### 27-year-old migrant says he was paid to help fill Martha's Vineyard flight



After news broke in September that asylum-seekers in San Antonio had been duped into agreeing to travel to the East Coast, Raquel Torres got an exclusive story in which a Venezuelan immigrant said he helped recruit the migrants. The story was the Report's seventh most-read story for the year.

### The death of Rackspace's 'Fanatical Support'



Robert Rivard's mid-December opinion piece on the recent troubles of Rackspace and the cloud computing services company's past glory completes our top 10 list.



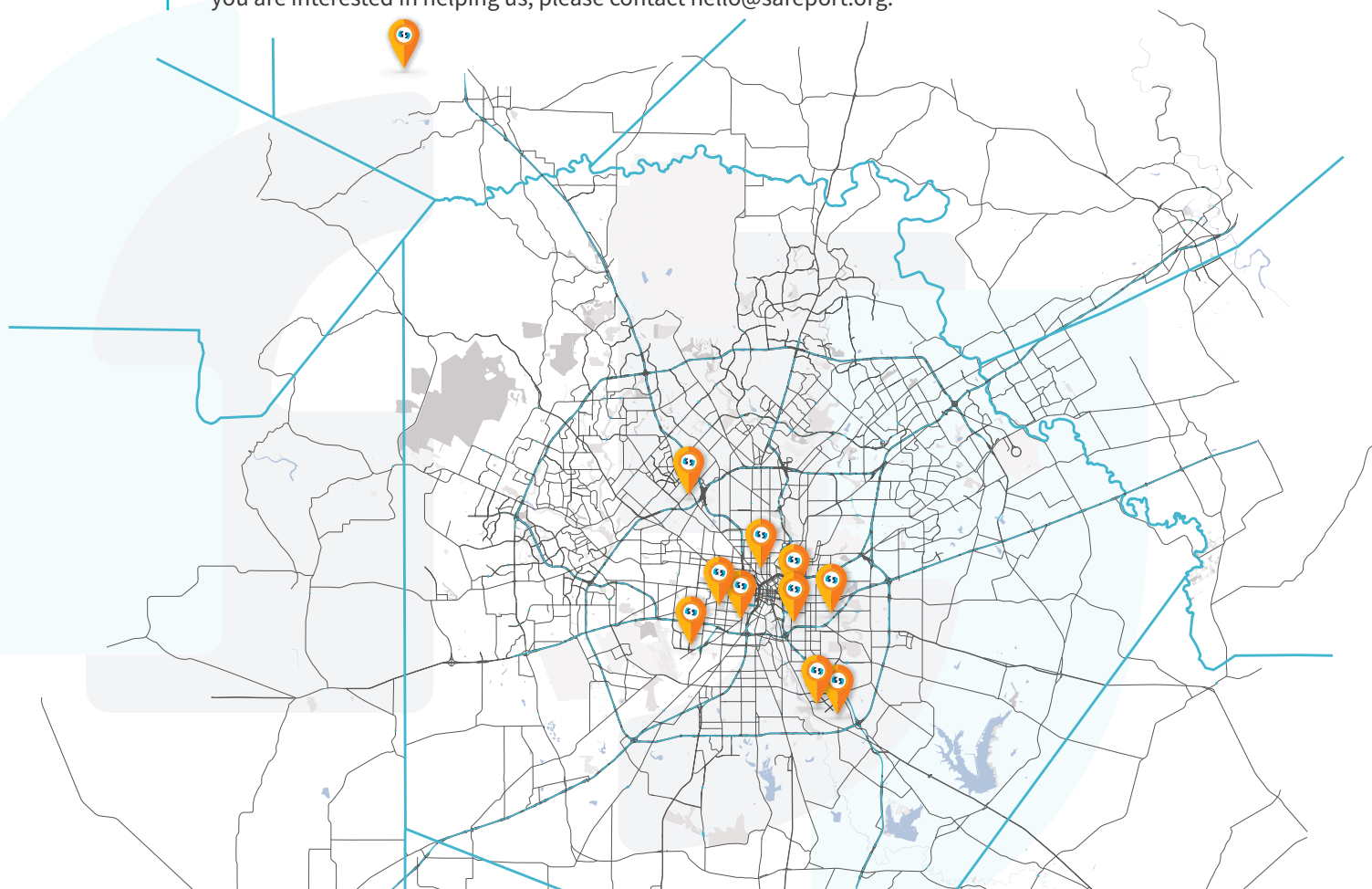
## LISTENING TOUR

As part of our commitment to better understanding and serving our community, in 2022 the San Antonio Report conducted 14 focus groups in areas of the city where we aren't connecting with the audience at the level we would like to be. Listening tour participants across all 14 focus groups were 72% Hispanic/Latino, 10% Black/African American and 15% White. They predominantly live on San Antonio's East Side, West Side and South Side. We asked participants questions like where they get their news, what news they'd like to see more of and what misperceptions they think media coverage has perpetuated about their communities. Roughly 80% of participants receive some news online and 95% reported having consistent internet access. The most popular sources of local news were broadcast TV (58%) and Facebook (47%).

Overwhelmingly, participants said they are tuning out from the news, having grown frustrated with the local media's negative representation of their neighborhoods due to an overemphasis on coverage like crime reporting.

There is a strong desire for community stories (70%). Desired community news topics include stories about entrepreneurs and small businesses, people and organizations making a difference, education, positive stories overall, and resources to have better access to information and opportunities. Participants want less commentary and more factual information.

In the coming weeks and months, we will be developing plans using this data to better serve the information needs of San Antonians who would benefit greatly from well-reported community news. If you are interested in helping us, please contact [hello@sareport.org](mailto:hello@sareport.org).





## OUR WORK BY THE NUMBERS

### Audience

**1,958**

Individual  
Members

**27,049**

Newsletter  
Subscribers

### Traffic

**1,800**

Number of  
Stories Published

### Events

**14**

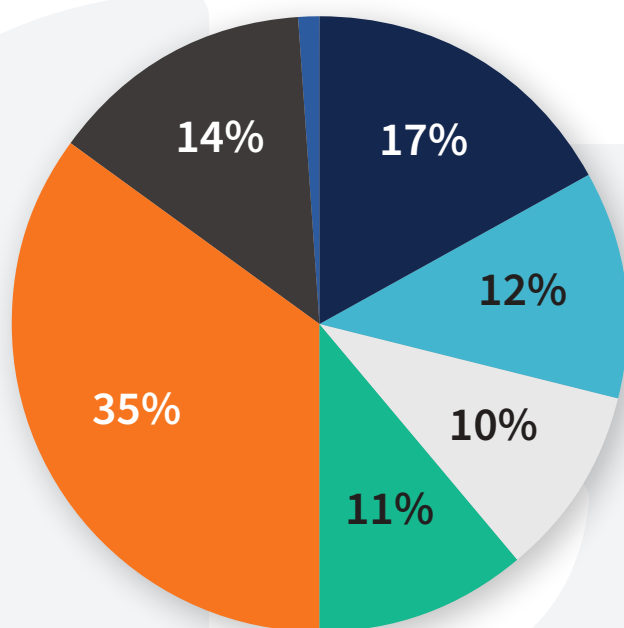
Number of  
Events

**2,762**

Number of  
Event Attendees

**2.8M**

Number of  
Visitors



### Revenue Breakdown





## BOARD MEMBERS

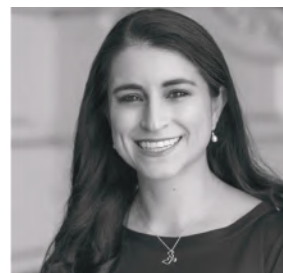
We aim to be the leading local media platform that informs, connects, and engages the people of San Antonio with trusted news and commentary and civic engagement events. We strive to build a better informed, better educated and more prosperous community, a San Antonio that our children and talented people from elsewhere see as a great place to live, work, and play.



**AJ RODRIGUEZ**  
Chairman



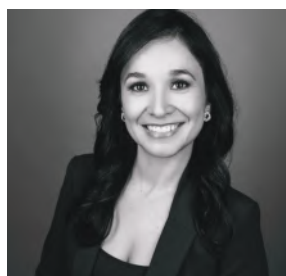
**CARA NICHOLS**  
Vice Chair



**LAURA SALDIVAR LUNA**  
Director



**WAYNE ALEXANDER**  
Director



**DR. ERIKA GONZALEZ**  
Director



**LEO GOMEZ**  
Director



**JANIE BARRERA**  
Director



**MICHELLE LUGALIA-HOLLON**  
Director

**Former Board Members:** Richard T. Schlosberg III, Founding Chairman; John “Chico” Newman, Jr., Former Chairman, Founding Vice Chairman; Lew Moorman, Founding Treasurer; Robert Rivard, Co-Founder & Columnist; Katy Flato, Founding Director; Dan Goodgame, Former Director; Brian Steward, Former Director





## OUR SUPPORTERS

We are deeply grateful for our supporters who have enabled us to fulfill our mission to inform and connect the community with high quality journalism. Our work wouldn't be possible without the steadfast and generous support of individuals, foundations and businesses.

**Individual members** are individuals who donate under \$1,000 per year and underwrite our reporting.

**Leadership Circle** members are a generous group of individuals and business supporters who donate \$1,000 or more to our nonprofit newsroom.

**Business and nonprofit membership** starts at \$250 and includes an array of benefits and visibility opportunities.

To learn more about our membership program or how to become a supporter [click here](#).



### Do you value trusted, local reporting?

Join more than **2,000 community members, local businesses and nonprofits, and philanthropists** who donate in support of our work.

We exist to serve the community, and cannot deliver public service journalism and civic engagement opportunities to readers all over the city and region without your support.

Visit [www.sanantonioreport.org/donate](http://www.sanantonioreport.org/donate) to make a contribution to our nonprofit newsroom.

**San Antonio Report**  
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@sareport    