Greetings,

Five years ago, forward-thinking people shared an idea – that a nonprofit, nonpartisan news organization in Iowa could advance the notion that democracy is best served by a vibrant, free press casting a critical eye while examining public matters in depth. In February 2010 their effort resulted in the creation of the Iowa Center for Public Affairs Journalism, a 501(c)(3) organization dedicated to in-depth investigative and public affairs reporting in Iowa, and being mentors to college students who want to learn how to do this kind of reporting at a high, ethical level.

Since then, the Center has published more than 250 stories, the majority by college students; created a radio program; helped produce a documentary; and engaged Iowans in meaningful discussions about issues that impact our lives. Going into our fifth anniversary year we finally can say people who care about news are beginning to know us by the name IowaWatch.

We are committed to:

1. High-quality journalism, as public service, with in-depth, thorough and fact-checked investigative reporting on community issues for stories distributed free via our website and media partners;
2. Education provided by professionals working one-on-one with college students on campuses across Iowa who want to do smart, engaging, high-impact journalism at a high level;
3. Sustainability obtained by raising funds to support highly skilled professionals motivated solely by the public interest, and guided by a public-spirited, volunteer board of directors dedicated to ensuring wise stewardship of those funds.

This annual report shares our progress in the past year.

Lyle Muller, Executive Director-Editor

IowaWatch Journalism, As Public Service, Examined:

- Iowa’s inability to strengthen its payday loan laws, and the impact that has had on people.
- The dangers of texting while driving, and how Iowa’s current law regulating that has negligible effect.
- Opportunities to find alternative fuels in Iowa.
- The difficulties confronting college students who suffer depression while trying to earn their degrees.
- Iowa’s battle with farm safety issues and the need for more safety education on Iowa’s farms.
- How little we know about hazardous waste transported in Iowa.
- Efforts in Iowa to regulate frac sand mining.
- The personal battles people with alopecia face.
- The financial risks students, and sometimes their parents, create for themselves when taking on college debt.
- Iowa’s preparation for a huge increase in the number of sex offenders released from prison.
- Efforts at Breaking the Cycle of Meth Abuse in the Heartland, though a 30-minute documentary about three Iowa mothers struggling to stay clean from methamphetamines.
Our stories have been published or aired by:

The Gazette (Cedar Rapids)
The Courier (Waterloo)
The Hawk Eye (Burlington)
The Des Moines Register
Quad-City Times
The Telegraph Herald (Dubuque)
Sioux City Journal
Iowa City Press-Citizen
Fort Dodge Messenger
Mason City Globe Gazette
Storm Lake Pilot Tribune
Council Bluffs Nonpareill
Daily City Gate (Keokuk)
Ames Tribune
Iowa State Daily
The Daily Iowan
North Liberty Leader
Dyersville Commercial
Cascade Pioneer
North Liberty Leader
Solon Economist
Creston News Advertiser
N'West Iowa Review
Albion Upper Des Moines
Newton Daily News
Red Oak Express
Tipton Conservative
Iowa Farmer Today
Iowa Falls Times-Citizen
Creston News Advertiser
The Corridor Business Journal
Indianola Daily Record.com
Iowa Public Radio
WHO radio
The Source magazine
TreatmentLine.com
Buena Vista University website
Alegent Creighton Health
KSOM-FM, Atlantic
KCNZ-AM, Cedar Falls
KCHA-FM, Charles City
KROS-AM, Clinton
KSLB-FM, Creston
KALA-FM, Davenport
KDEC, Decorah
KVFD, Fort Dodge
KFJB, Marshalltown
KWPC-AM, Muscatine
KCZE-FM, New Hampton
KMA-AM, Shenandoah
KSCJ-AM, Sioux City
KCRG-TV, Cedar Rapids
KGAN-TV, Cedar Rapids
KWVL-TV, Waterloo
KTVI-TV, Sioux City
WHO-TV, Des Moines
WOI-TV, Des Moines
IowaNow.com
ABetterIowa.com
InvestigativeMidwest.org
BusinessRecord.com
AltoonaHerald.com
Investigative News Network
dmjuice.com
Patch.com
PublicSource.org
Omaha.com
The Michigan Voice
Muckrack.com
Fund for Investigative Journalism
MidAmerican Publishing Corp. newspapers
Centro de Periodismo Investigativo
New England Center for Investigative Reporting

Our new initiative in 2014:
The IowaWatch Audience Engagement Project

On July 4, 2014, IowaWatch launched its first weekly radio program, The IowaWatch Connection. Aired on 17 stations covering most of Iowa and parts of six other states, this program was part of an audience engagement project funded with a $25,000 grant from the John S. and James L. Knight Foundation through the Investigative News Network.

Jeff Stein, a noted Iowa broadcast historian and executive director of the Iowa Broadcast News Association, is the show’s host. These shows live on in podcasts at our website, IowaWatch.org.

The project’s mission is to engage Iowans in meaningful conversation about issues facing them, and to explore solutions. We led or participated in forums in locations ranging from Council Bluffs to Des Moines to Iowa City in 2014 and have plans to do more in 2015.

Additionally, our stories have been the basis for other stories, columns, editorials or guest opinions for the audiences of:
A documentary from a University of Iowa student, a semester-long project from students at Simpson College and a collaboration by students at six Iowa universities and colleges demonstrated that students working with professional mentors can produce high-quality journalism about matters affecting Iowa.

### Breaking The Cycle: Meth Addiction in The Heartland

Reporter Katie Kuntz used a University of Iowa honors fellowship to produce a 30-minute IowaWatch documentary, “Breaking the Cycle: Meth Addiction in the Heartland” premiered at a public forum in Council Bluffs, has a spot on our website and was accepted by Iowa Public Television for a late 2014 airing. Kuntz worked under the guidance of Charles Munro, a University of Iowa journalism lecturer, veteran broadcast journalist and IowaWatch advisor for broadcast journalism.

### Going Global: The Hidden Costs of Study Abroad

Four Simpson College seniors took the spring 2014 challenge of communication and media studies professor Brian Steffen and produced a multimedia IowaWatch report about unexpected costs of studying overseas. “Going Global”, by Cait Conner, Rachel Peterson, Erin Gerken and Katie Buchholz was republished in *The Des Moines Register*, *The Gazette* in Cedar Rapids and *The Hawk Eye* in Burlington. The students led a one-hour symposium to reveal their findings.

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**Education**

We have working relationships as one-on-one mentors and editors with students at the University of Iowa, Iowa State University, the University of Northern Iowa, Cornell College, Simpson College and Loras College. We also have worked with students at Drake University, William Penn University, Mount Mercy University and Grinnell College.

Students at the University of Iowa, Drake University, the University of Northern Iowa, Iowa State University, Loras College and William Penn University joined IowaWatch to produce a spring 2014 collaboration about plans graduating college seniors had, or didn’t have, for paying off their college.


University of Iowa students Katie Kuntz and Sarah Hadley won Society of Professional Journalists’ (SPJ) regional Mark of Excellence Awards for stories they did in 2013 for IowaWatch. IowaWatch assistant editor Katelynn McCollough won first place for breaking news for reporting she did at the *Iowa State Daily* newspaper, where she was editor-in-chief in 2013-14 after an IowaWatch internship.

For professionals, we conducted one webinar training session in 2014 through partnership with the Iowa Newspaper Foundation and a training session at the New York Press Association spring 2014 convention in Saratoga, N.Y. We also were presenters at the 2014 Investigative Reporters and Editors convention in San Francisco and an IRE Better Watchdog Workshop in Minneapolis.
We have been blessed by three $100,000 Ethics and Excellence in Journalism grants, one in late 2011 and subsequent ones in 2013 and 2014. Other major funders include the John S. and James L. Knight Foundation, working through the Investigative News Network; media companies; and personal donors.

2014 Budget

**Projected Expenses**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$112,800</td>
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<tr>
<td>Freelance</td>
<td>31,750</td>
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<tr>
<td>Office expense</td>
<td>6,480</td>
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<tr>
<td>Travel expense</td>
<td>1,997</td>
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<tr>
<td>Marketing</td>
<td>1,492</td>
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<tr>
<td>Annual Banquet</td>
<td>5,140</td>
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<td>General</td>
<td>2,487</td>
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<tr>
<td>Conferences</td>
<td>3,452</td>
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<td>Equipment</td>
<td>5,500</td>
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<td>Bookkeeping</td>
<td>1,105</td>
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<td>Payroll taxes</td>
<td>10,667</td>
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<tr>
<td>Deferred</td>
<td>10,821</td>
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<tr>
<td>Legal</td>
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<td><strong>Total</strong></td>
<td><strong>$199,795</strong></td>
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**Projected Income**

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<tr>
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<tr>
<td>Foundations</td>
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<td>Media partners</td>
<td>26,000</td>
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<tr>
<td>Donations</td>
<td>1,350</td>
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<td>In-Kind/Donated</td>
<td>600</td>
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<tr>
<td>Webinars</td>
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<td>Annual Banquet</td>
<td>5,750</td>
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<td>Grants, contracts</td>
<td>32,323</td>
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<td>Interest</td>
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<td><strong>Total</strong></td>
<td><strong>$206,303</strong></td>
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Financial Summary – IRS 990

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<thead>
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<th>Category</th>
<th>2013</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td>Contributions, gifts, grants</td>
<td>$131,323</td>
<td>$28,114</td>
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<tr>
<td>Program service revenue</td>
<td>1,863</td>
<td>2,627</td>
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<tr>
<td>Investment income</td>
<td>216</td>
<td>464</td>
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<tr>
<td><strong>Total revenue</strong></td>
<td>$131,330</td>
<td>$31,205</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td>Salaries and employee benefits</td>
<td>$127,963</td>
<td>$61,506</td>
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<tr>
<td>Professional fees/pyrn, contractors</td>
<td>1,095</td>
<td>870</td>
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<tr>
<td>Printing, publications, postage</td>
<td>591</td>
<td>0</td>
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<tr>
<td>Other expenses</td>
<td>19,448</td>
<td>4,332</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>$149,097</td>
<td>$66,708</td>
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<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2012</th>
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</thead>
<tbody>
<tr>
<td>Excess or (deficit) for the year</td>
<td>$(17,767)</td>
<td>$(35,503)</td>
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<tr>
<td>Net assets/fund bal. at end of year</td>
<td>$47,843</td>
<td>$65,610</td>
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</table>

Donations:

The Iowa Center for Public Affairs Journalism will seek and accept gifts, grants and sponsorships from individuals and organizations in any amount for the general support of the center’s activities. Acceptance of this support neither expresses nor implies any voice in editorial decisions beyond the broadly stated mission of investigative journalism. We expect that most gifts and grants of this type will come from foundations, organizations and individuals concerned about the future of journalism in general and the future of investigative journalism in particular.

To donate: [http://iowawatch.org/fundraising](http://iowawatch.org/fundraising)

The Iowa Center for Public Affairs Journalism
P.O. Box 2178
Iowa City, IA 52244-2178

We thank those who have supported us financially this past year

Ethics and Excellence in Journalism Foundation
John S. and James L. Knight Foundation
The Gazette and KCRG, powered by Iowa Source Media Group

Aging Resources of Central Iowa
Associated Press
Des Moines Downtown Marriott
Fund for Investigative Journalism
Investigative News Network

Zephyr Printing

Alegent Creighton Health
Council Bluffs Nonpareil
Iowa Freedom of Information Council

Iowa City Press-Citizen
University of Iowa Honors Fellows Program

MidwestOne Bank

Stephen and Cheryl Berry
Lyle and Vicki Muller
Brian Randall and Mary Kemen
Vanessa Shelton
David Schwartz
Sid Scott

Jason Brummond
Anne Duggan
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David Perlmutter
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Danny Valentine